DECEMBER 19, 1949 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

PUBLIC LIBRARY
DEC 21 1949
DETROIT

more advertisers bought spot time on WOR during September 1949

to sell goods to 36,000,000 people in 18 states

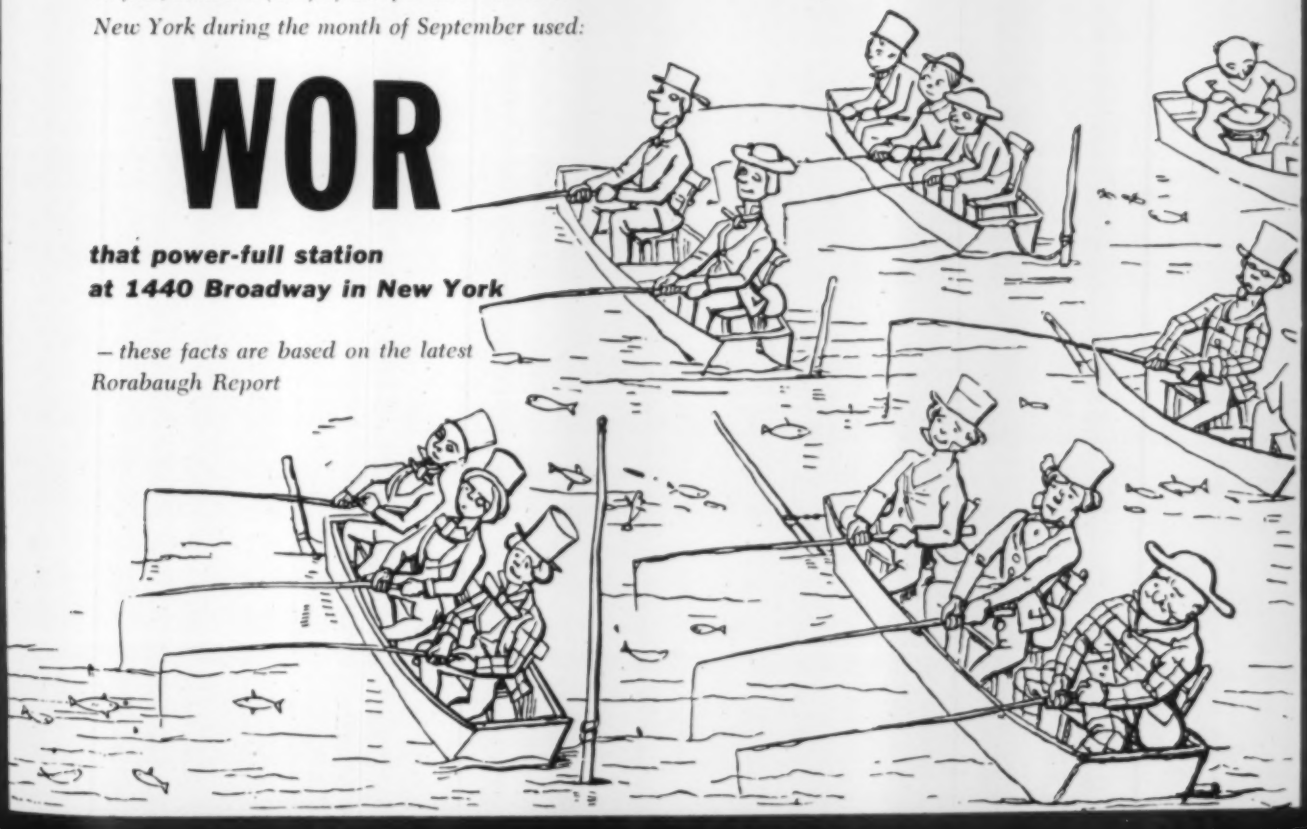
than on any other New York station!

In fact, almost ½ (46%) of all spot advertisers in New York during the month of September used:

WOR

that power-full station at 1440 Broadway in New York

– these facts are based on the latest Rorabaugh Report



COMING TO LOUISVILLE

Television IN THE WHAS Tradition

CBS

WHAS AM FM TV

Louisville, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY
EDWARD PETRY AND COMPANY

and therefore Selling

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET

Our man Jamison is a character...

By this we don't mean that Mr. Jamison is the sort of fellow who panics the office by returning from lunch with a lamp shade on his head... (although, of course, he likes a *good* joke as well as the next man).

What we *do* mean is that Jamison is an invention of our imagination ... based on our many years of successful experience as broadcasters' representatives. (We thought we'd better mention this, because we've received quite a few phone calls for Mr. Jamison since we started him off at the first of the year).

Jamison is really a composite of the qualities that make the services of Weed and Company so valuable. He serves *both* ways. He serves the men who provide radio and television facilities... he serves the men who advertise over them ... and he does both superlatively well.

That makes him a symbol as well as a character, we figure. Anyway, we're mighty proud of Mr. Jamison and the qualities he represents. And we want to say so now, at the end of his first full year with Weed and Company.

This is a most appropriate time to say one other thing, too...

A VERY MERRY CHRISTMAS
to all our good friends among the broadcasters, advertisers and agency men of America.

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

ished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

BOOZ, ALLEN & HAMILTON, management consultants blueprinting NBC reorganization, reportedly interviewing candidates—none of them present NBC employes—for post of chief of NBC sound broadcasting network. No selection yet made. Charles R. Denny, NBC executive vice president, still in temporary charge of radio operation pending hiring of permanent chief.

AS ANOTHER step in NBC's executive realignment, veteran staff Vice President Wm. S. Hedges assumes direction of integrated services (both sound and TV) covering such fields as traffic with all stations, guest relations, building maintenance, supplies and duplicating. Personnelwise, assignment covers more people than any other network function.

WHETHER FCC Commissioner Rosel H. Hyde will head U. S. delegation to bilateral sessions in Havana beginning Feb. 1 in pursuance of NARBA was in suspended animation last week. Mr. Hyde has indicated he would prefer to pass it up to dig into normal FCC activity, but view is there should be continuity in negotiations, particularly since NARBA simply is in recess and Mr. Hyde continues to head U. S. delegation.

COLGATE-PALMOLIVE-PEET through Ted Bates, New York, preparing one minute E.T.'s for Palmolive soap to start after Jan. 1 in about 160 markets for 39 weeks.

LEVER BROS. contemplating change in products for sponsorship of Bob Hope show on NBC currently underwritten by Swan Soap through BBDO. Plans understood to split sponsorship three ways to include Surf (in limited distribution markets), Rinso and Lux. Surf is handled by N. W. Ayer & Son, Rinso by Ruthrauff & Ryan and Lux by J. Walter Thompson. Decision as to which agency will produce Bob Hope show expected next week.

ADVERTISERS, agencies and networks appear to be veering toward view that ratings alone are not answer to television results. New techniques, tying into point of sale results and other measures of merchandising, evidently are needed to ascertain accurate check on sales through TV. Matter has been subject of high-level sessions among three groups during past few weeks.

EMERSON DRUG CO. (Bromo-Seltzer) through BBDO, New York, preparing spot campaign in radio and television in 25 markets starting Jan. 1. Contract for 52 weeks.

NBC's giant giveaway program *Hollywood Calling* expected to be dropped by network in Sunday night spot in mid-January. Martin and Lewis show and mystery program expected to replace giveaway program.

EWELL & THURBER Agency, Toledo, asking for national spot availabilities in several dozen

(Continued on page 86)

Upcoming

Jan. 12: Federal Communications Bar Assn. dinner honoring FCC, Mayflower Hotel, Washington.

Jan. 12-13: Liquor Advertising hearing, Senate Interstate & Foreign Commerce Committee, Washington.

Jan. 13: Radio and Television Award Dinner, Waldorf-Astoria, New York.

Jan 17-18: Georgia Assn. of Broadcasters, Hotel Dempsey, Macon.

(Other Upcomings on page 43)

Bulletins

N. W. AYER & SON withdrew from American Tobacco Co.'s Lucky Strike account Friday to avoid divided responsibility with BBDO, New York. BBDO will handle television as well as radio for Lucky Strike. Agency buying Robert Montgomery for bi-weekly dramatic show starting in mid-January [CLOSED CIRCUIT, Dec. 5].

DOUBLEDAY & CO., New York, purchases Sunday, 2:30-3 p.m. period on CBS starting Jan. 8 for two quarter-hour programs, first to feature Galen Drake, commentator, second to be quiz series, details to be announced. Huber Hoge & Sons, New York, is agency.

MILES LABS., Elkhart, Ind., to sponsor second 15 minutes of *Ladies Fair* on 410 MBS stations, starting Feb. 6, for Alka-Seltzer. Miles also to carry Edwin C. Hill on full ABC network starting Jan. 2. Both five-weekly, with *Ladies Fair* 2-2:30 p.m. and Mr. Hill 7-7:05 p.m. Agency, Wade Adv., Chicago.

MRS. ROOSEVELT SLATED FOR NBC SIMULCAST

SIMULCAST featuring Mrs. Eleanor Roosevelt to be aired by NBC and NBC-TV reported to be first program packaged by new firm of Roosevelt & Jones, New York.

Firm was incorporated in papers filed in Albany last week by Elliott Roosevelt, son of late President and before war holder of Texas radio interests, and Martin Jones Jr., New York TV and radio executive, and is currently seeking office space in New York. Mr. Jones, said by informed sources to be bankrolling venture, formerly produced *Broadway Spotlight* for NBC-TV, and recently sold Vanderbilt Theatre to ABC.

It was also learned that Elizabeth Ann Tucker, formerly of CBS talks department, is expected to join new firm Jan. 1 as assistant director. Mr. Roosevelt and Mr. Jones are directors.

Mr. Roosevelt could not be reached last week for comment, and Mr. Jones would make no official statement. It was understood, however, that announcement of program, expected to be a Sunday tea-time show, would come shortly from NBC.

Business Briefly

GILLETTE ALL-STAR GAME ● Gillette Safety Razor Co., Boston, sponsoring 25th annual All-Star East-West football game on 450 stations, Sat., Dec. 31, following Blue-Gray contest also sponsored by Gillette on MBS. Agency, Maxon Inc., New York.

CONGOLEUM BUYS ● Congoleum Nairn Co., Kearny, N. J. (floor coverings) in early February starts *Garroway at Large* on NBC-TV, Sun., 10-10:30 p.m. Price said to be $5,000. Sustainer for several months out of Chicago, program produced by Ted Mills' WNBQ(TV) Chicago, who will work with Ken Craig, radio-TV director of McCann-Erickson's Chicago office, agency on account.

ADVERTISING DEPARTMENT REORGANIZED BY LEVER

LEVER BROS. advertising department reorganized Friday, James A. Barnett, vice president in charge of advertising, announced. Michael J. Roche continues as general advertising manager. David Ketner, who joined company in 1947, named brand advertising manager for Surf, Lifebuoy and Swan. Paul Laidley Jr. is assistant advertising manager for these brands.

George B. Smith, new member [BROADCASTING, Dec. 5], made brand advertising manager for Rinso, Spry and Breeze. William Scull assistant advertising manager for these products.

Howard Bloomquist, another new member named brand advertising manager of Lux toilet soap and Silver Dust with Stephen Witham assistant.

George T. Duram appointed media director assisted by John P. Doyle and Richard Dubb.

John R. Allen, newly appointed television manager, will make study of mechanics and consumer aspects of television. Study to be made by rotating brands advertised on *Time Clock* on NBC-TV, currently sponsored by Spry, Lux toilet soap and Pepsodent tooth paste.

INCREASED LISTENING TO NEWSCASTS CLAIMED

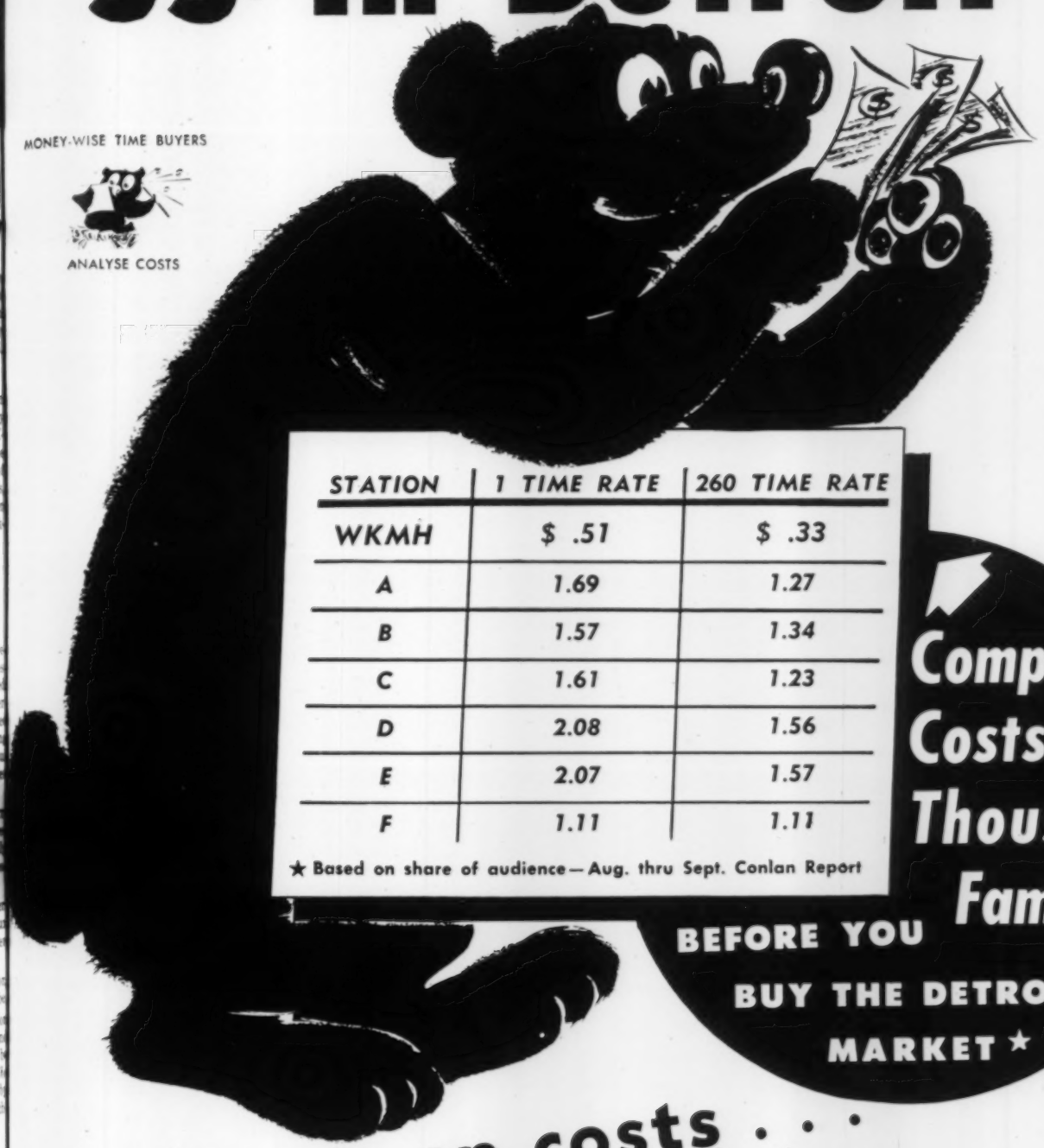
MORE people are listening to newscasts than during World War II, according to study by WOR New York of average ratings of such shows in New York over past eight years.

Based on Pulse ratings for October-November in 1942-49 period, WOR found: More people spend more time listening to more newscasts on major New York stations now than during early part of war; average rating for all 15-minute newscasts currently tops average for comparable months in all war years; average news program is heard by more families now than in any October-November in past four years.

33¢ in Detroit

MONEY-WISE TIME BUYERS

ANALYSE COSTS



STATION	1 TIME RATE	260 TIME RATE
WKMH	$ .51	$ .33
A	1.69	1.27
B	1.57	1.34
C	1.61	1.23
D	2.08	1.56
E	2.07	1.57
F	1.11	1.11

★ Based on share of audience—Aug. thru Sept. Conlan Report

Compare Costs per Thousand Families

BEFORE YOU BUY THE DETROIT MARKET ★

Bear down on costs . . .

with

1000 WATTS
FULL TIME

WKMH

1310 KC

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

Plus...

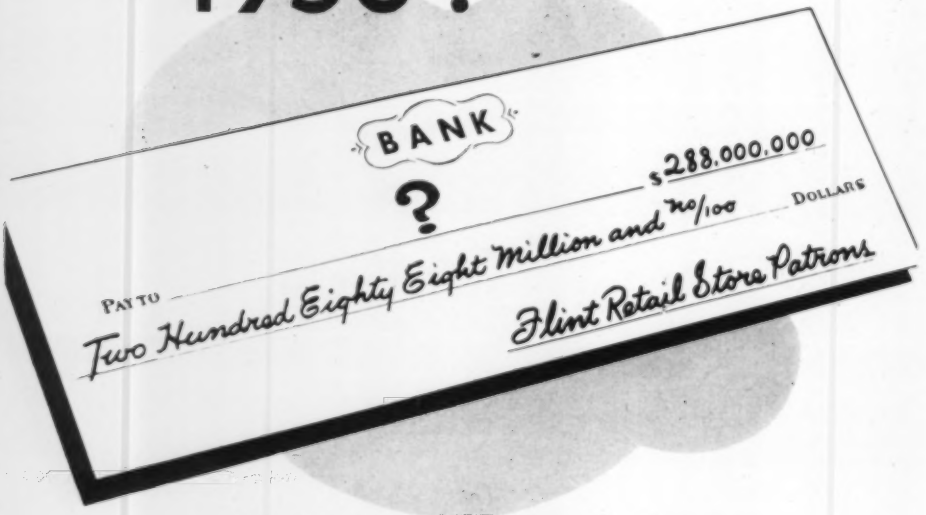
A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

Fred A. Knorr
President and Gen. Mgr.

Weed and company
National Representatives

XUM

WHO WILL GET THE *LION'S SHARE* IN 1950?



WE CAN TELL YOU *Right Now!*

● History shows that, in 1950 as in previous years, the "lion's share" of the whopping 288 million retail sales dollars spent in Flint will again go to WFDF advertisers.

How About It? Will Flint's favorite station be selling your products, too? Will you be getting your share of sales in this money-loaded market? Remember, latest U. S. Department of Commerce figures show *the average effective buying income per Flint family is* $5,764 . . . a figure well worth the careful attention of sales-minded industry, especially since the median U. S. family income figure is reported at $3,120.

There's nothing mysterious about the fact that the majority of Flint's retail sales go to WFDF advertisers. Hooper surveys show WFDF has a larger audience than the other four local stations combined—in every time period . . . two to five times as many listeners as any other local station throughout the day.

Got a pen? The check up there is going to a number of people. How many—and how much each of them will receive is the only question. Nobody but YOU can provide the answer!

910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

IN THIS BROADCASTING . . .

New Car Introductions Boost Radio Time Sales
Operating Stations Reach All-Time High to 1949
CBS Billings Reported Up for 1950
Lewis Avery Named President of NARSR
Major Leagues Mull Radio
Ryan Named to C. of C. Ad Group Post
Radio-TV Award Dinner Set For Jan. 13
David Sarnoff Cited by UN
ILGWU Applies For WINS Facilities
Drake Urges Negotiating Group for SESAC Music
It's Corn But Sponsors Love It
Ad Council Lauds Radio's Contributions
Radio-TV Give Santa Royal Welcome
Multiplexing Standards Urged by Hogan
Protests Mount to FM Hours Increase

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Phyllys Steinberg, B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0773
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

YOU MIGHT COAST A MILE IN 66 SECONDS*—

BUT . . .

YOU WON'T GET FAR IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

Here's proof that WKZO, Kalamazoo, and WJEF, Grand Rapids, do the best radio job in Western Michigan!

The Mar.-Apr. '49 Hoopers Show that both WKZO and WJEF get the highest ratings—*Morning, Afternoon and Evening*—of all stations in their respective cities. For Total Rated Periods, WKZO leads the other four principal Kalamazoo stations with a *58.4%* Share of Audience, and WJEF heads up a list of nine principal Grand Rapids stations with a *26.8%* rating.

WKZO-WJEF *deliver about 41% more listeners*, with a combination rate that gives advertisers a 20% saving over the next-best two-station selection in Kalamazoo and Grand Rapids!

Outside urban limits, this strong CBS combination does an even more impressive job—delivers a large and responsive rural audience *throughout* Western Michigan.

By *any* measurement, WKZO-WJEF are the best radio buy in Western Michigan. Write for all the facts, *today!*

In 1946 the Republic Miners ran four one-mile heats at Lake Placid in 4:20.3, or an average of 1:5.1.

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

SEASON'S

EDWARD PETRY AND CO. INC.

GREETINGS

To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

THE PETRY LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas Ft. Worth	NBC ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls--St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE AND TEXAS QUALITY NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

XUM

Watch the New WDSU

No Uther New Orleans Station Offers Such Complete and Exclusive Coverage of Sports

Mel Leavitt, former network sports-caster, is the bulwark of WDSU's great eye-witness coverage of the major sporting events—boxing, football, racing, wrestling, basketball, et al. Sorry you couldn't secure sponsorship of these sales producing programs—they were sold 100% solid. Kick-off of WDSU's sports coverage for 1950 will be the telecast and the broadcast of the Sugar Bowl Grid Classic on January 2, before 85,000 fans in Tulane stadium. Sorry, already sold to Gillette —but there are more great sport features to come in 1950.

Ask Your JOHN BLAIR Man!

AM TV FM
WDSU
AFFILIATED WITH THE ITEM
NEW ORLEANS

5000 WATTS • ABC

EDGAR B. STERN, JR
Partner

ROBERT D. SWEZEY
General Manager

LOUIS READ
Commercial Manager

New Business

RENAULT AUTOMOBILE, largest manufacturer of automobiles in Eur... appoints Smith, Smalley & Tester Inc., New York, to handle its adv... tising in United States effective Jan. 1, 1950. **PHILIP KERBY** is acco... executive. Spot radio will be used.

GREENMAN-SHERRILL FURNITURE Corp., New York, appoints Victor ... Bennett Co., New York, to handle advertising effective immediately.

TRI-STATE DIST. Inc., eastern New York state distributor for Admiral T... sets and electrical equipment, contemplating sponsorship of half-hour ev... ning musical program on WRGB (TV) Schenectady, concurrent with ... Admiral line of TV sets and refrigerators in January 1950.

REDDI-WIP MARYLAND Inc., processor of Reddi-Wip dessert topping ... Maryland and Delaware, appoints Ruthrauff & Ryan, New York, to handle ... advertising. Radio and television will be used.

NIAGARA EQUIPMENT Co. (home reducing units), appoints Jewell Advertis... ing Agency, Oakland, to handle advertising. Radio will be used.

PERSONAL PRODUCTS Corp. (Yes cleansing tissues) sponsors ABC *Telepho... Quiz*, 4-4:30 p.m. in New York on WJZ-TV and on Jan. 9 on WFIL-TV Phila... delphia, four-times weekly. Plan also calls for coverage of program in Detroi... and Chicago beginning early next year. N. W. Ayer & Son, New York an... Philadelphia, is agency.

COLUMBIA BREWERIES Inc., Tacoma, Wash. (Alt Heidelberg beer), has starte... its three-year, three-city contract for sponsorship of professional hockey game... of Pacific Coast League on KWJJ Portland, KMO Tacoma and KING Seattle. ... Agency: H. J. Ryan & Son, Seattle.

ROBERT REISS & Co., New York (men's underwear, pajamas and sportswear ... appoints Erwin, Wasey & Co., New York, as its agency effective Jan. 1.

DALCO APPLIANCE Co., Northern California Philco distributor, launches in... tensive campaign plugging Philco television receivers with heavy spot schedu... on San Francisco Bay Area radio stations. Russell, Harris & Wood, San ... Francisco, is agency.

ARGUS Inc., Ann Arbor, Mich. (manufacturers of cameras and optical equip... ment), appoints Fletcher D. Richards Inc., New York, as its agency.

FORD DEALERS of Alaska, through J. Walter Thompson Co., purchasing tran... scribed announcements for 1950 Fords on all six Alaska Broadcasting System ... stations, to start immediately upon arrival of cars in Alaska showrooms.

VISION-CRAFT Co., Newark, N. J. (television accessories), names H. W. ... Hauptman Co., New York, to handle its advertising. Television will be used.

DRAKE AMERICA Corp., New York, branch of Fendrake Ltd., London, im... porters and exporters, appoints H. B. LeQuatte Inc., New York, to handle its ... food and candy division. Radio and TV may be used in future.

ROESFIELD PACKING Co., Alameda, Calif., and **GOOD FOODS Inc.**, Minneapo... lis (Skippy peanut butter), appoint Guild, Bascom & Bonfigli, San Francisco, ... to handle advertising, effective Jan. 1.

FANNY FARMER CANDY SHOPS Inc., New York, entering video for first ... time, signs for participations on Dec. 9, 16, and 23 during 8:15-8:30 p.m. seg... ment of *Holiday Hints* on WJZ-TV New York. J. Walter Thompson is agency.

Network Accounts • • •

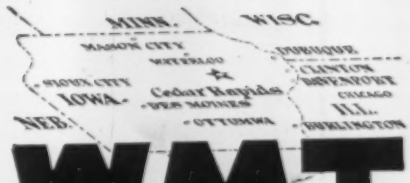
CHESEBROUGH Mfg. Co., New York (Vaseline hair tonic), including KTLA ... TV Los Angeles, KGO-TV San Francisco, KSTP-TV St. Paul, WSB-TV Atlanta ... and WMCT (TV) Memphis on *Greatest Fights of the Century*, NBC-TV effective ... Jan. 1, 26 weeks. Agency: Cayton Inc., New York.

GENERAL MILLS Inc., Minneapolis, on behalf of Wheaties, and **WILSON ... SPORTING GOODS Co.**, Chicago, jointly sponsored national professional ... football championship game between Philadelphia Eagles and Los Angeles ... Rams yesterday (Dec. 18) over full ABC network. Sponsorship was for third ... successive year by both companies. Agencies are Knox-Reeves Advertising ... Inc., Minneapolis, for General Mills, and Ewell & Thurber Assoc., Chicago, for ... Wilson.

WMT GIFT CERTIFICATE

TO: Our Advertisers

For this Christmas . . . and the New Year . . . our sincere expression of good wishes for continuing prosperity! May you enjoy the bountiful "crops" that our Eastern Iowa audience enjoys . . . may your products achieve the solid reception that our exclusive Eastern Iowa CBS programming enjoys . . . may you "get across" as well as our 600 kc, 5,000 watt signal gets across.



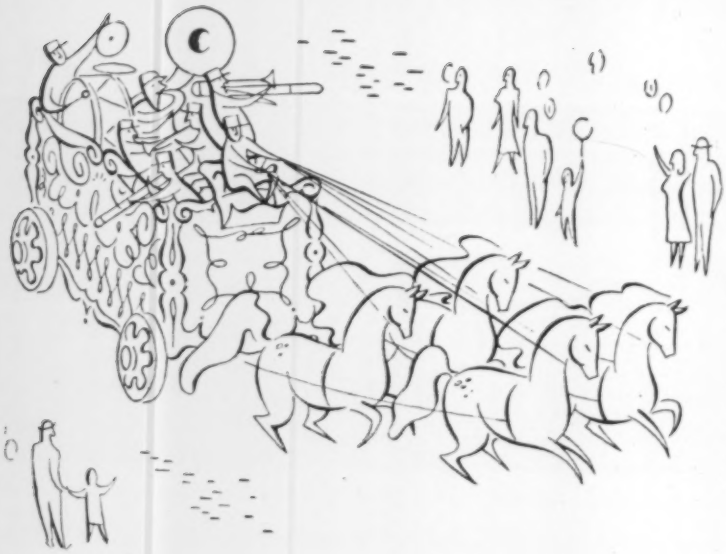
WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

Represented by the Katz Agency



S and C GOT ON THE BANDWAGON

● Nearly a generation of Peoriarea grade school youngsters have started the day to the rousing music, the exciting pageantry of WMBD's Band Wagon.

Since 1933 Sutliff and Case—largest independent Central Illinois drug chain—has sponsored this six day a week WMBD production. So terrific a hit has it become that S & C now owns an actual band wagon that is a feature of local parades and celebrations.

The results are just what lots of other smart merchants have learned to expect from Peoria's dominant station—a greater volume of unit sales directly traceable to WMBD's merchandising "Know-how."

WMBD dominates Peoriarea

WMBD
PEORIA, ILLINOIS
AM FM

See Free & Peters

CBS AFFILIATE
AM 5,000 watts FM 20,000 watts

Agencies

QUENTIN I. SMITH, account executive at Albert Frank-Guenther Law In New York, elected a vice president of agency. He has been with firm since 1938, except for three years as chief of advertising section of Treasury Department's War Finance Committee for New York.

GEORGE A. VOLZ, former advertising manager of Shell Petroleum Co. elected vice president of Gardner Adv. Co., St. Louis. He is also member of agency's plans board.

VAN S. LINDSLEY Jr., for past 15 years account executive with Al Paul Lefton Co., joins Kircher, Helton & Collett Inc., Dayton, Ohio, as assistant to the president, **RALF KIRCHER.**

Mr. Lindsley

WALTER BLAKE, formerly with Donohue & Coe, New York, and before that with Blaine-Thompson Co., same city, appointed executive vice president of William Kester Co., Hollywood. Latter agency is affiliated with Donohue & Coe.

BENJAMIN KOLB, formerly copy supervisor for Robert W. Orr & Assoc., appointed copy executive in Philadelphia office of Ward, Wheelock Co.

RUTH JORDAN and **HAROLD T. BERS,** copy supervisors at William Esty & Co., New York, elected vice presidents of agency.

CHARLES STRAUSS, former copywriter at Newell-Emmett Co., New York, joins copy department of Federal Advertising Agency Inc., same city.

REX PARKIN, formerly writer with Lloyd, Chester & Dillingham, joins J. Walter Thompson Co., New York, in same capacity. **DEAN VAN NEST,** formerly with Time Inc., named assistant representative in firm's New York office, and **BART McHUGH,** formerly with Music Corp. of America, joins agency's radio-television-movie department.

NATHAN ALBERT TUFTS, former vice president in charge of Hollywood office of W. Earl Bothwell Inc., and previously vice president of Ruthrauff & Ryan, Hollywood, joins Hollywood office of BBDO. He will be assistant to **WAYNE TISS,** vice president in charge of that office.

FRANK R. BRODSKY resigns as advertising director of Pepsodent Division, Lever Bros., effective Dec. 31, to establish his own advertising agency. Temporary headquarters located at 520 N. Michigan Ave., Chicago. He was advertising manager of Elgin National Watch Co. for 16 years.

EDWARD S. GORE, formerly with Lavenson Bureau of Advertising, Philadelphia, as account executive, appointed director of public relations for Leonard F. Fellman & Assoc., same city.

LLOYD GIBBONS, formerly with Carl Reimers Agency, joins J. Walter Thompson, New York, as account representative.

L. MARTIN KRAUTTER, vice president and director of Henri, Hurst & McDonald Inc., Chicago, resigns to open his own advertising and merchandising counsel service. New firm, **L. Martin Krautter & Assoc.,** will begin operations on Jan. 3 at 134 N. La Salle St., Chicago. Mr. Krautter was advertising and sales promotion manager of Crosley Corp., Cincinnati, prior to the war.

WALTER H. HAASE, formerly assistant to the president of Equity Corp., New York investment company, joins executive staff of American Assn. of Advertising Agencies, New York. He will assist **RICHARD TURNBULL,** vice president in agency administration, mechanical production and personnel.

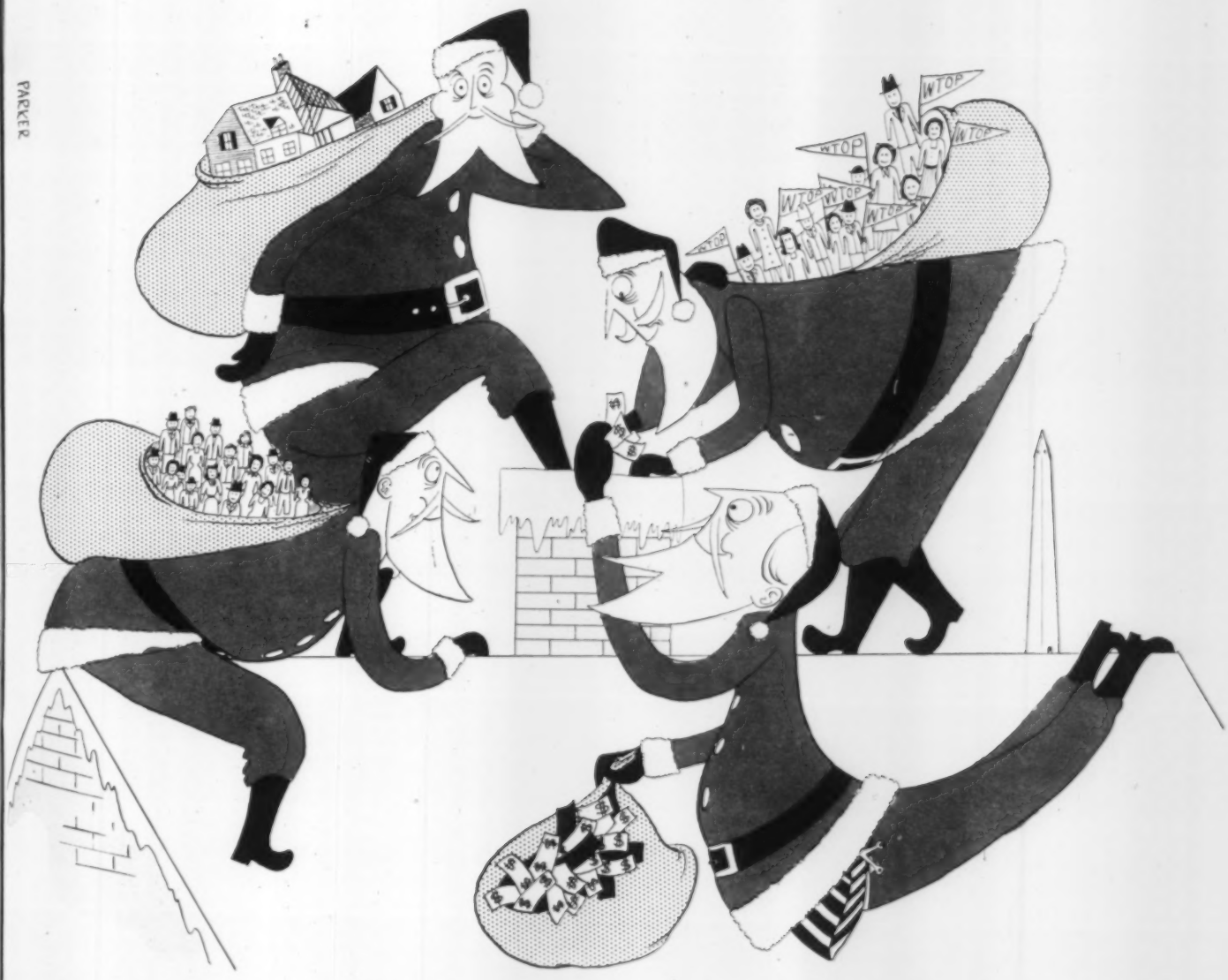
PAT BUTCHER joins N. W. Ayer & Son Inc., Hollywood, as assistant in publicity to **CHET BROUWER.**

JAMES R. CONNER, manager of Chicago office of Forjoe & Co., resigns effective Dec. 31. He formerly headed firm's San Francisco branch. His future plans will be announced later.

GEORGE POLAND, formerly of Toronto office of Young & Rubicam Ltd., appointed manager of Montreal office of firm, with which he has been connected since 1940, except for 3½ years in the Canadian Army.

HARRY L. MERRICK, first vice president of Kal, Ehrlich & Merrick Advertising Inc., Washington, elected president of Kiwanis Club of Washington for 1950.

DAN B. MINER Co., Los Angeles moves into newly renovated two story building at 304 S. Kingsley. New quarters have approximately 7,500 square feet. Agency plans call for expansion in its copy, radio and television departments.



Business is always better in Washington, D.C.

So many Santas! This year almost half your Washington customer-families got pay raises. Construction is up 65 percent over last year. Population is up 44.9 percent over 1940. And to advertisers on WTOP, a whopping 32 percent more share-of-audience than any other station in Washington.

WTOP
THE WASHINGTON POST–CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION • REPRESENTED BY RADIO SALES

JUNE CHRISTY

. . . joins the Thesaurus family!
Featured with the Johnny Guarnieri Quintet.
a new idea in sophisticated rhythm.

SAMMY KAYE

Showmanship and styling
famed "Swing and Sway
With The Kaydets, the
Cole, and
new voc

TEX BENEKE

The Tex Beneke Show presents all the
Glenn Miller favorites plus all the top tunes . . .

EARL WILD

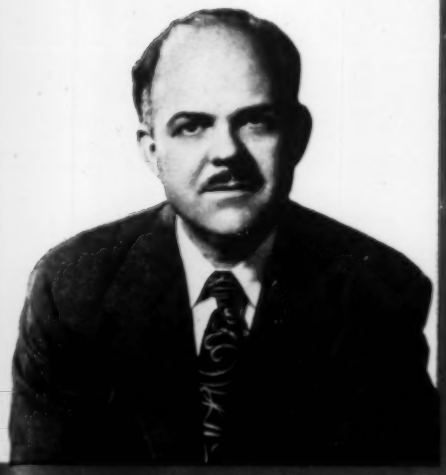
. . . featured soloist with the
Salon Concert Players. Rich
interpretations of popular classics
and standard favorites . . . a
perfect prestige show!

FRAN WARREN

"FRAN WARREN SINGS" . . . dramatic
voice and warm, intimate vocal style
with matchless orchestral accompaniment.

ALLEN ROT

and his Symphony of M
. . . with new 16-voice
Everything from boogie to
opera. Thrilling, dyna
arrangements!



These stars and shows too!

The Music of Manhattan
Norman Cloutier and his Memorable Music
Slim Bryant and his Wildcats
Listen To Leibert
The Church in the Wildwood
Festival of Waltzes
Edwin Franko Goldman Band
Golden Gate Quartet
Jimmie Wakely: Ridin' the Range

... and many, many others!

A Christmas visit with

TED MALONE

An inspiring [illegible] production with orchestra and choir.

"CLAUDE THORNHILL

PRESENTS WIN A HOLIDAY"... Claude's great music plus a new local-national contest idea! Your listeners name untitled melodies, win weekend in New York!

YOURS for easier, more saleable programming...

a new era in *Thesaurus*

IT'S BIG NEWS for every local broadcaster! *More* big names, *more* big shows than ever before are coming your way in the *new* Thesaurus. We're drawing upon the whole glittering array of RCA Victor recording talent ... plus other big name stars ... building commercial radio programs, *designed to sell!* More economically, more effectively, more profitably!

Look at the advantages that *only* the new Thesaurus brings you:

- Comprehensive programming ... broader variety of artists and groups with continuing flow of fresh attractions—all the top tunes!
- Greater number of broadcast hours ... features to fit your needs for every time segment, with sure sales appeal for local sponsors.
- Steady supply of weekly continuity, special holiday and seasonal shows. Your scripting problems are taken over by our network-experienced writers.
- Promotion that ensures commercial sales ... spon-sor-selling brochures and audience-building pro-motion kits with locally slanted advertising and publicity material.

If you want easier programming, more sponsors, bigger profits—RCA's *new era* in Thesaurus has what it takes! Inquire now!

RCA recorded program services

Radio Corporation of America · RCA Victor Division
120 E. 23rd St., New York 10, N. Y. · Chicago · Hollywood

IT'S HUNTING SEASON IN TEXAS . .

But...

There's No Limit On Results When You Buy . . .

1. 12: NOON NEWS

Featuring Johnny Goodman

COMPARE THESE HOOPERS*

KNUZ	6.3
Net. A	4.0
Net. B	0.9
Net. C	3.9
Net. D	1.3
Ind. E	0.9
Ind. F	0.4
Ind. G	0.1

Blocked on both sides by an hour of number one rated quarter hours, "West's Best"

2. 1:30 to 2:00 P. M. AMERICAN COWBOY

JOHNNY GOODMAN rides the herd with a 5.8 Hooper rating

COMPARE THESE HOOPERS *

KNUZ	5.8
Net. A	3.5
Net. B	1.5
Net. C	0.8
Net. D	2.3
Ind. E	2.3
Ind. F	1.2
Ind. G	0.4

KNUZ salutes the world's largest Woolworth store and National Biscuit Company's new seven million dollar plant, both recently opened in Houston!

*Source: 1949 Hooper Report MAY THROUGH SEPT.

k-nuz

9th Floor Scanlan Bldg.

Houston, Texas

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Thanks from Block

EDITOR, BROADCASTING:

Our sincerest appreciation for the very excellent article on Amm-i-dent's radio advertising campaign and the historical background preceding acquisition of our network show. . . .

George J. Abrams
Advertising Mgr.
Block Drug Co.
Jersey City, N. J.

* * *

Coverage Proof

EDITOR, BROADCASTING:

. . . Our thanks for your very excellent article on the specialized programming for Negro audiences being done by WDIA.

Immediate reaction from all phases of the radio and advertising industries from all over the United States has given us complete proof that the coverage of BROADCASTING is indeed comprehensive. . . .

Bert Ferguson
General Manager
WDIA Memphis

* * *

On RCA and FM

EDITOR, BROADCASTING:

Wouldn't FM broadcasters shout with glee if RCA suddenly decided to give FM the same kind treatment they're giving their 45 rpm system?

Sol Chain
Manager
WBIB-FM New Haven, Conn.

* * *

KPRC Caricatures

EDITOR, BROADCASTING:

The KPRC newsroom sees itself through the pen of a member of its staff. Bill Sprague indulges in original ideas from the standpoint of cartoons and caricatures, and recently he came up with his view of the five-man staff of the KPRC news room.

After assembling the five characters in a rather condensed position, he added the following story to match his caricature:

News at KPRC is ground out by a team of five triple-threat men, whose daily routine includes airing, writing, and pestering local news sources by phone and on foot.

Custodian of the company alarm clock is Harry Arouth (tall fella at the mike). Harry crawls in to do his 7:15 shot, then plods the police beat. The 8 a.m. is the property of Ray Miller (horizontal). Ray takes the County Offices and the Labor run. (In the picture, he's *analyzing*.) The 12 noon show centers around Pat Flaherty (lower left), boss wrangler and wartime Pacific NBC scribe. Bill Whitmore (just coming in from City Hall) joins the rest with his first hand report on the morning's doings there. At 5:45, Pat goes it alone. Bill Sprague (with pipe) ranges the town afternoons, then taps out the night final at 10.

The newsroom as characterized by Bill Sprague's pen.

In one sense the picture's unrealistic. Usually there's an argument going on.

Pat Flaherty
Director
News and Special Events
KPRC Houston, Tex.

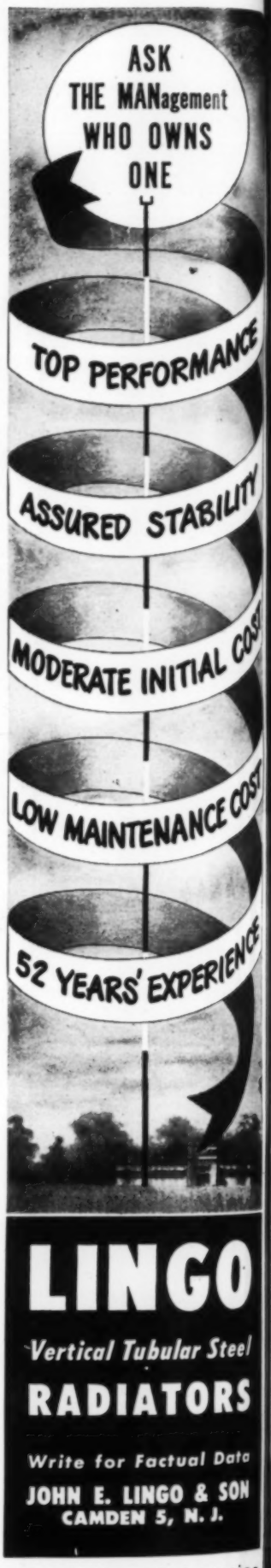
* * *

It's 5,000—Not 500

EDITOR, BROADCASTING:

May I . . . express my appreciation for the item you carried in the Nov. 28 issue of BROADCASTING, concerning the opening of my studios. However, a serious error was made in the article which stated that my premises consisted of over 500 ft. of floor space; this could have a serious effect on my business, actually I have over 5,000 square feet of floor space available. . . .

Bob Levitt Roberts
President
Roberts Studios
New York



LINGO

Vertical Tubular Steel

RADIATORS

Write for Factual Data

JOHN E. LINGO & SON
CAMDEN 5, N. J.

The new RCA 45 RPM Conversion Kit, MI-11883—installed. The kit is complete with (a) clutch assembly (speed changer); (b) brake-arm assembly; (c) switch and cam shaft assembly; (d) microswitch; (e) dial plate; (f) shaft coupling; and (g) adapter hub.

The fine-groove tone arm and pick-up for "45 RPM" are available extra.

Play 45 RPM's on 70-series Turntables—with RCA Kit MI-11883

NOW you can handle 45's, 78's or 33-1/3's—fine-groove or standard—with this kit, and a second tone arm (available extra).

Easy to install

You install the single-unit, ball-type speed reducer between the two flexible couplings in the main drive shaft of your turntable. You transfer the motor switch leads to the micro-switch—included with the kit. That's all there is.

Easy to operate

A motor-control knob on the deck of the turntable controls the speed. Position No. 1 stops the motor. No. 2 shifts the speed control to the 78-33⅓ rpm speed-change lever (on turntable deck). No. 3 shifts to "45 rpm" position (speed lever set at 78 rpm). *You can shift speeds instantly in either direction while turntable is running.*

Same RCA broadcast dependability

Sturdy construction and accurate mechanical alignment assures you the same quiet, trouble-free service for which more than five thousand RCA turntables are famous.

RCA

AUDIO BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Order your kit (s) today

RCA ENGINEERING PRODUCTS
DEPT. 19 LC, CAMDEN, N. J.

☐ Send me____45 RPM Conversion Kit (s) MI-11883 at once. Price each, $70.00*.

☐ Send me____fine-groove tone arm and pick-up (s), MI-11884. Price each, $70.00*.

☐ Remittance enclosed ☐ Ship C.O.D.

*NAME*_____

*ADDRESS*_____

*CITY*_____ *STATE*_____

*STATION*_____ **Price applies only in continental U. S. A.*

Profits Await Advertisers in these Markets

WGAL
WGAL-TV
LANCASTER, PA.

WORK
YORK, PA.

WEST
EASTON, PA.

WKBO
HARRISBURG, PA

WRAW
READING, PA.

Clair R. McCollough, *Managing Director*

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · San Francisco · New York · Chicago

STEINMAN STATIONS

Feature of the Week

EMBRYONIC radio promotion ideas which often suffocate under a poorly prepared midday meal will have a better chance to be brought to full realization under a new set-up introduced by BBDO, New York.

BBDO has instituted what it calls "brainstorm luncheons." Whenever the firm's executives, writers and idea men get deep into discussion about coming programs before lunch, they use the facilities of the agency's test kitchen. In the relaxed and informal atmosphere of the luncheon, creative fire has a good chance to be sparked and sustained.

Ready to serve a dozen or more conferees on a moment's notice, the kitchen is staffed with home economists who also serve the more elaborate bi-monthly forum account luncheons for some 200 account executives and their assistants.

Agency executives say the luncheons seem to inspire freer and more genial give-and-take. "These luncheons are important in helping us capture all too evanescent ideas which too often are lost by lunch hour interruptions," an agency executive explains. "However, it's important they be pleasant meals, attractively and quietly served, if they are to provide the sort of situation in which our people work best. Because our home economist and her assistants take care of these factors so well, we have come to look forward to our 'brainstorm luncheons!'"

One of BBDO's "brainstorm luncheons."

* * *

On All Accounts

WALL STREET is not exactly a direct route to Sunset Boulevard but that was the road Martin J. Haims traveled to arrive at his present destination.

Now vice president and treasurer in charge of the Hollywood office of H C. Morris & Co., he is account executive on the radio—and television—active acounts of Albert's Products Co., Portland, Ore. (Portland Punch), and Eureka Chemical Co., El Monte, Calif. (Hi-Ten detergent).

Seventeen sturdy years of Wall Street brokering preceded his entrance into the advertising field.

He took a one-year detour through the New York office of H. C. Morris as account executive, however, before proceeding to the Hollywood thoroughfare in 1947 to open up a West Coast branch of the agency.

Before he ever heard of Wall Street or Sunset Blvd. he thought the world revolved around Brooklyn, N. Y., where he was born in 1909. He attended public schools in New York and Jersey City. Later, while attending New York U. at night, majoring in economics and psychology, he worked on various trade publications during the day. Among these were *Financial World* with which he was associated three years, starting as copy boy and working up to associate editor and sales manager.

MARTIN

The year that Wall Street crashed, Martin Haims crashed Wall Street. This was a year after his graduation from N. Y. U. in 1928. The next several years were spent with various brokerage firms —the last eight with Bonner & Bonner. In 1946 he decided he wanted the more "creative" life, deserted the famed street and joined H. C. Morris.

At the present time, Albert's Products, which has obtained 60% distribution for Portland Punch in the three West Coast states since starting its radio and television campaign five months ago, has on the air: quarter-hour weekly participation *Meet the Missus* on 18 Columbia Pacific Network stations; half-hour weekly program on KOIN Portland, and participations and spots on 11 other Pacific Coast stations including San Francisco, Stockton, Fresno, Hollywood and Spokane.

On the television side, the fruit drink firm is currently sponsoring an hour and ten minute combination live and Western film show

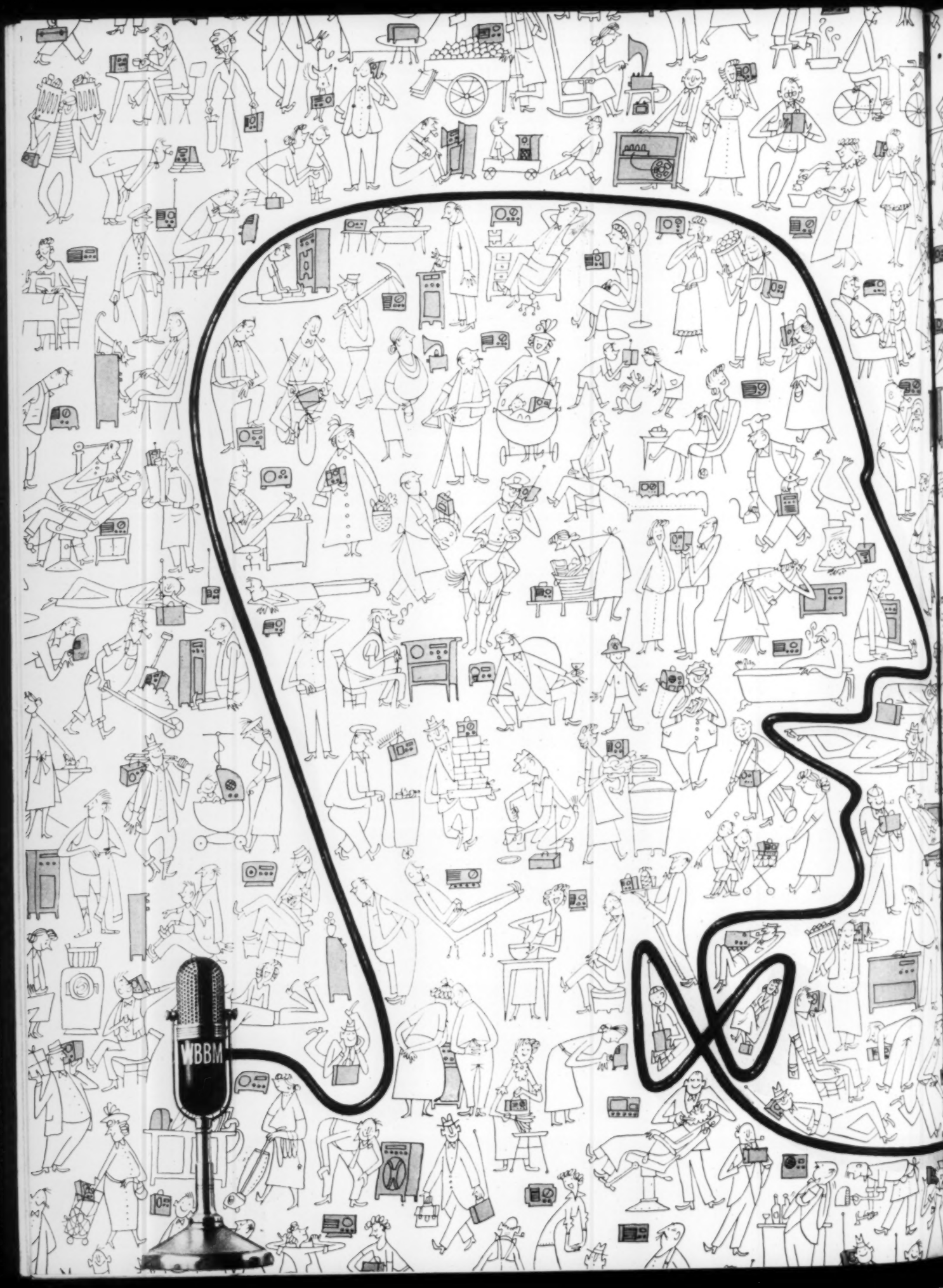
(Continued on page 82)

WFBC
GREENVILLE
In South Carolina's First Market Is Owned, Operated, And
Promoted
By
The Greenville News
MORNING & SUNDAY
and
THE GREENVILLE PIEDMONT
EVENING
WFBC has the Conlan rating in South Carolina's top market

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.

from The Folks at
WSM


WBBM

Look for the sponsors– that's where the listeners are!

America's biggest advertisers well know the sales power of the microphone. They also know *which* microphone in Chicago delivers the biggest impact. *That's why more of them use WBBM than any other station in Chicago.* (And the smartest local advertisers follow their lead.)

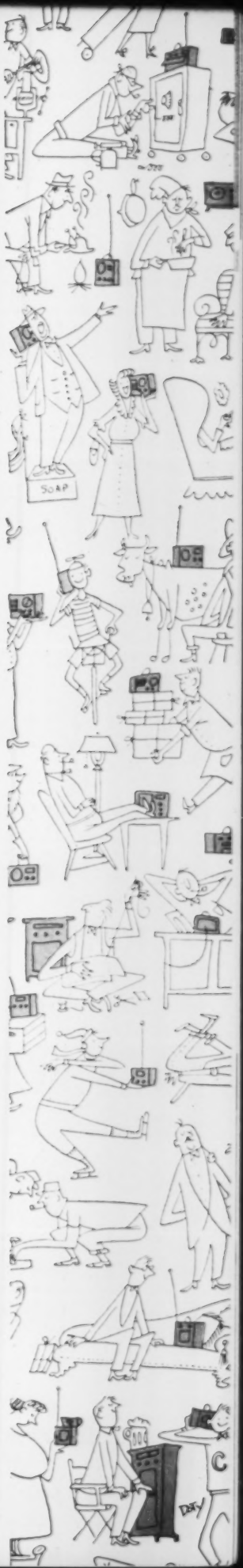
The picture is clear: where you see the advertisers —*that's* where you'll find the listeners.

Chicago's Showmanship Station

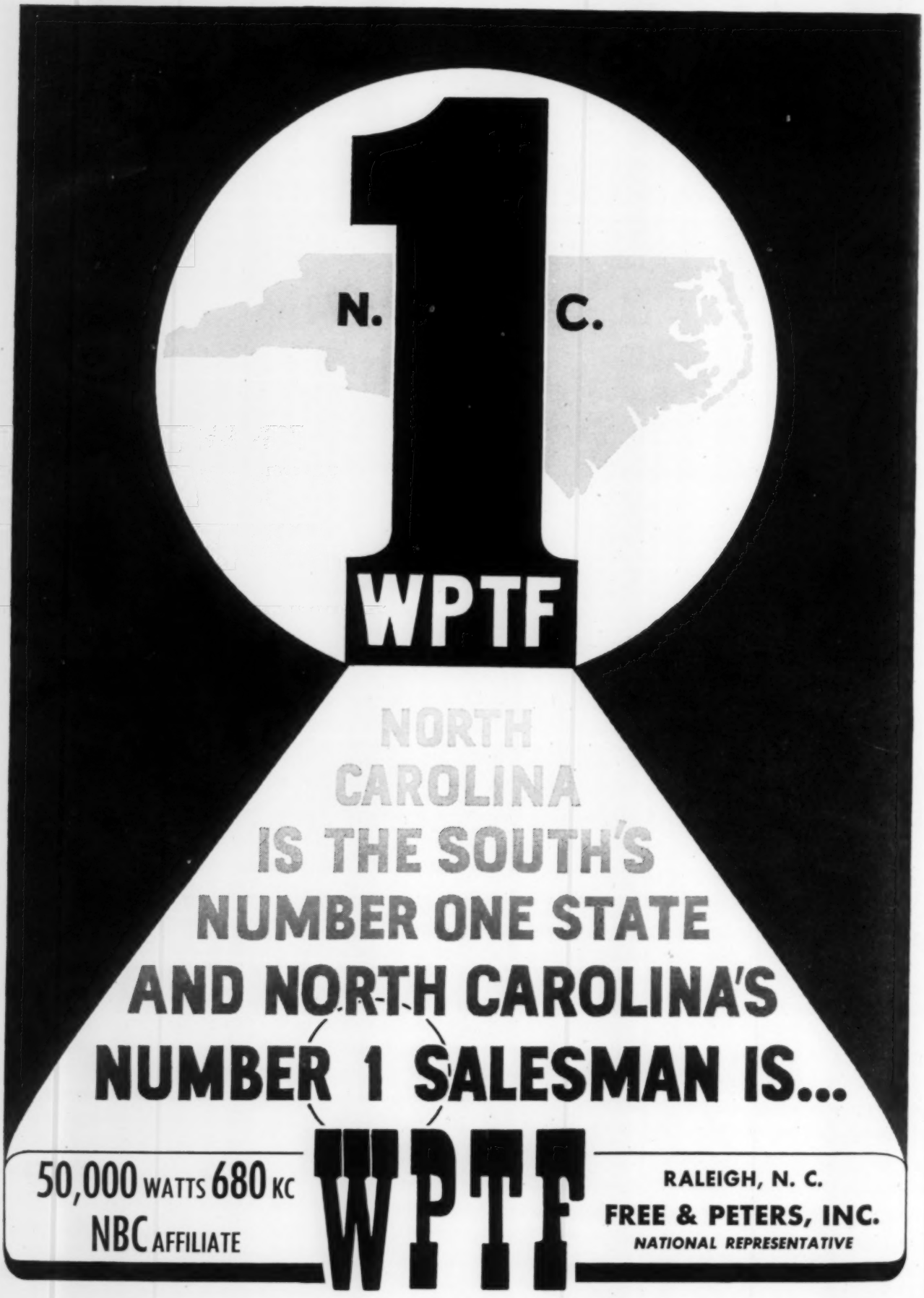
WBBM *50,000 watts*

Represented by Radio Sales

Columbia Owned



XUM


N. C.
1
WPTF
NORTH CAROLINA
IS THE SOUTH'S
NUMBER ONE STATE
AND NORTH CAROLINA'S
NUMBER 1 SALESMAN IS...
50,000 WATTS 680 KC
NBC AFFILIATE
WPTF
RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

BROADCASTING
TELECASTING

Vol. 37, No. 34 WASHINGTON, D. C., DECEMBER 19, 1949 $7.00 A YEAR—25¢ A COPY

AUTO ACCOUNTS

1950 Models Bring New AM, TV Time Purchases

ARRIVAL of new model automobiles is bringing the motor industry into radio and television in a big way as the manufacturers compete for public attention. Most companies are using air facilities for the 1950 debuts, though many have not committed themselves for season-long campaigns.

Plymouth has bought spots to start Jan. 9 in 240 radio and 50 television markets, running four weeks. Agency for Plymouth, a division of Chrysler Corp., is N. W. Ayer & Son. De Soto and Plymouth are considering a telecast version of the Art Linkletter *House Party* show currently sponsored on CBS by Pillsbury flour.

De Soto has not announced its new model date but BBDO is understood to be working on a campaign that will include all media. Budget is not set.

Dodge Teasers

Dodge, another Chrysler product, starts teasers Dec. 26 for its new model. Announcements will start Jan. 4 and run through the month. Smaller station teasers start Jan. 1. The campaign is expected to cover 1,200 stations in 365 markets. Media plans include 26 television spots in 40 markets, starting Jan. 4 if material is ready.

Chrysler has not yet announced a new model for cars bearing that name. Two Chrysler TV shows are just finishing. Detroit, Cleveland, New York, Boston, Washington and Baltimore dealers have been carrying *Touchdown*, with National League pro football TV excerpts in Chicago and Philadelphia ending this week. KTLA (TV) Los Angeles carries the Gil Martyn show five days weekly. The Sammy Kaye program was not renewed. Chrysler sales agency is McCann-Erickson. Dodge agency is Ruthauff & Ryan.

Kaiser-Frazer is said to be considering AM and TV spots in the spring. Firm's dealers currently sponsor Walter Winchell, Sunday, 9-9:15 p.m. (EST), on ABC.

Ford dealers recently finished a 1,000-station spot campaign as well as telecasting of Big Nine football highlights, ending with All-American selections. Dealers have bought the Kay Kyser TV show. The agency, J. Walter Thompson Co., plans to use 1950 radio and television as dictated by current conditions.

Lincoln-Mercury dealers are sponsoring *Toast of the Town* on CBS and participating in Ford's purchase of the *Ford Theatre*. TV spots average 15 per week in seven markets, with film spots provided local dealers in 20 markets. Lincoln-Mercury agency is Kenyon & Eckhardt.

Pontiac is winding up a schedule on behalf of its new models, with spots on 700 AM plus 50 TV stations in 26 markets. The AM schedule ran Nov. 23-Dec. 2, television Nov. 23-Dec. 17. MacManus, John & Adams is agency.

Hudson is continuing spots on 700 AM stations, five per week, during the current week and will continue through next week.

Oldsmobile is buying 165 AM stations, daily and thrice weekly, plus 36 TV stations with CBS television news. The program is set through the first quarter.

Chevrolet is knee-deep in television, having run up its billing well into the million-dollar category annually [BROADCASTING, Dec. 12]. Programs range from *Tele-Theatre*, drama, and costly *Inside USA With Chevrolet*, to network football and the Roller Derby. *Tele-Theatre* started last January on 37 NBC-TV stations, sponsored by Chevrolet dealers nationally and locally.

Other Chevrolet video campaigns include *Winner Take All* on WCBS-TV New York, *Pantomime Quiz*, West Coast kinescope telecast on CBS-TV network, plus Saturday afternoon college football. *Famous Jury Trials* is heard on WABD (TV) New York and Golden Gloves will be sponsored for the second year on WPIX (TV) New York. Agency is the New York office of Campbell-Ewald.

Though many motor companies have not been among the larger radio users in recent years, their intense activity during the period of model changes is construed as a sign of awakening interest in the aural and visual media. Particular interest has been shown by several companies in television, where the eye appeal is added to the sound.

Gross Time Mounts

Gross network time sales of automotive, along with equipment and accessory manufacturers, in the first three quarters of 1949 totaled $5,322,494 compared to $5,228,627 in the same 1948 period, according to Publishers Information Bureau figures [BROADCASTING, Nov. 28]. PIB reported automotive time sales on networks in September as $403,647, slightly under the $413,585 of September 1948.

The list of top ten network advertisers for September shows no automotive firms, but the December-January figures will show a better record. Furthermore, a pickup occurred in automotive television activity during the football season.

Flexibility of spot radio and television is proving attractive to motor firms in the introduction of new models, some of the short campaigns going to over 1,000 outlets.

PIB's analysis of September time sales on the networks showed that an equipment firm, Electric Auto-Lite Co., led the automotive group with time purchases of $93,375. Auto-Lite also has been active in television.

Automotive advertisers' use of television networks in September totaled $69,988, according to PIB, or $539,948 for the first three quarters of the year. PIB listed General Motors second in September TV network buyers with $65,855 and fifth for the three quarters with $344,260.

OPERATING OUTLETS

All-Time High in '49

By LARRY CHRISTOPHER

OPERATING stations in the U.S. reached an all-time high during 1949 despite an all-time peak in deletions and, coincidentally, at least a near record in the number of station sales.

A year-end survey made last week of AM-FM-TV grants, deletions and transfers for 1949 to date disclosed:

● Total of AM authorizations is continuing to gain as new station grants for year nearly triple drop-outs.

● FM authorizations are still dropping off as deletions mount nearly seven times the number of new grants.

● TV, although stymied by the freeze, is getting more of its authorized stations on the air and licensed and is doggedly holding its own with but few cancellations.

● Station transfers approved by FCC (mostly AM) are becoming increasingly heavier with more outright sales of part interests or entire properties and more intra-station "reorganizations," incorporations and other changes to strengthen financial structure.

The informal review of FCC and BROADCASTING records showed that for 1949, up to Dec. 15, a total of 169 new AM stations had been approved while AM deletions totaled 60, including 20 licensed stations and 40 construction permits cancelled.

For the same period 38 new FM outlets were authorized and 209 FM authorizations were deleted, including 6 licenses, 189 CPs and 14 conditional grants. Thirteen TV permits were cancelled in this period.

For the year to date the Commission approved some 164 major sales of partial and full interests in existing stations (mostly AM) with considerations totaling about $13,730,500.

Since mid-year nearly a dozen AM outlets have suspended or requested suspension of operation for temporary periods of a month or so to refinance or reorganize, and another station, a daytimer, has requested reduction in its hours of operation.

Another dozen AM stations during the year have been merged with competitors or have been given up upon acquisition of a better assignment elsewhere in the area. Several stations have become involved in bankruptcy proceedings.

The survey showed that as of Dec. 15 there was a total of 2,233 AM stations authorized, of which 2,084 were on the air. There were 2,032 licensed, operating stations and 201 construction permits outstanding. A total of 329 new station bids were pending.

There were 797 FM authorizations in effect on Dec. 15 with 744 stations on the air. A total of 479 stations were licensed and another 310 held CP's. Eight conditional

(Continued on page 47)

AVERY NAMED

Is New NARSR President

LEWIS H. AVERY, president of Avery-Knodel Inc., was elected president of the National Assn. of Radio Station Representatives for the year 1950 at its annual membership meeting Dec. 14 in New York. He was NARSR secretary during 1949.

Other officers elected for the coming year were as follows: vice president, Richard Buckley, John Blair & Co.; secretary, James Le Baron, Ra-Tel Representatives Inc.; treasurer, Joseph Timlin, The Branham Co.

NARSR directors are: Eugene Katz, The Katz Agency, continuing his three year term; Joseph J. Weed, Weed & Co., elected for a two-year term; Frank Headley, Headley-Reed Co., retiring president, elected for a one-year term. T. F. Flanagan was reappointed managing director.

Budget Adopted

The meeting also adopted the 1950 budget approximating about two-thirds of the 1949 expenditure and approved a new type of dues schedule by unanimous vote. At a luncheon session preceding the business meeting the group was addressed by Frank Pellegrin, of Transit Radio and KSTL St. Louis, on the All-Radio Presentation, and by James Lawrence Fly, radio attorney, on current legal problems of broadcasters.

Mr. Avery has been in radio three decades, having experimented as far back as 1917 when he went on the air with a transmitter using Leyden Jar condensers and rotary spark gap. The venture ceased at the suggestion of a sheriff bearing government orders to close all stations, it being a war period.

In 1926 he did announcing and production for WGY Schenectady while doing General Electric publicity. Two years later he joined Mohawk-Hudson Power Corp. as assistant advertising manager and moved to BBDO, New York, in 1930

Mr. AVERY

* * *

under Arthur Pryor Jr., radio director. At BBDO he was assigned to handle all radio activities for accounts between Albany and Detroit.

In June, 1932, he was named manager of planning and service at WGR-WKBW Buffalo and within seven months was advanced to sales director of the stations.

When the movement to form a sales managers division in NAB was begun in 1936 Mr. Avery became a member of the first Sales Managers Executive Committee. In 1938 he proposed a comprehensive plan of broadcast advertising for the division, this plan forming the basis of NAB's sales activity for a decade.

Mr. Avery joined Free & Peters, station representatives, Jan. 1, 1940 and became director of NAB's Dept. of Broadcast Advertising in late 1942. He left NAB in 1945 to form his own organization.

Fear Names Hilton

FRED FEAR & Co., New York, has appointed Peter Hilton Inc., also New York, to handle its advertising, effective Jan. 1. Radio and possibly television spot announcements will be used just before Easter season across the country on Chick-Chick and Presto, Easter egg dyes.

CBS BILLINGS

Renewals, New Business Over $14 Million

TOTAL of $14,050,000 has been rung up on CBS cash registers from year-end sponsorship renewals for 1950 and from new business starting immediately after the new year.

Eight sponsors have renewed 15 of the network's programs for a total of $10,250,000 in billings. In addition, $3,800,000 in new business is represented in the tally.

Of the new business total, $500,000 is said to be represented by a switch of programs by E. T. Babbitt Inc. for Bab-O cleanser. The firm, dropping its *David Harum* show on 50 of the network's stations, is scheduling *Nana From Nowhere*, a new show, on 150 stations. It also was learned that Babbitt was reducing its NBC daytime serial *Lora Lawton* from 135 stations to 60.

CBS sponsorship renewals after the first of the year are: Procter & Gamble Co. for *Rosemary, Big Sister, Ma Perkins, Young Dr. Malone, Guiding Light* and *Brighter Day;* Lever Bros. Co. for *Junior Miss, Lux Radio Theatre* and *My Friend Irma;* B. T. Babbitt Inc. for its new show; Toni Co. for *Give and Take;* Metropolitan Life Insurance Co. for *Eric Sevareid and the News;* Pillsbury Mills Inc. for *Grand Central Station;* Wm. Wrigley Jr. Co. for *Gene Autry Show;* and Continental Baking Co. for *Grand Slam.*

New business starting immediately after the first of the year includes Pillsbury Mills Inc. sponsoring Art Linkletter's *House Party* and Cedric Adams starting Jan. 3; Wm. Wrigley Jr. Co. for *Life With Luigi* starting Jan. 10. Gillette Safety Razor Co. Jan. 2 will sponsor special one-time broadcast of the Orange Bowl and Rose Bowl football games. Increased billings also will come from expansion to full network facilities of *Gangbusters* by General Foods Corp.

PARAMOUNT FILM

MBS To Air Premiere

PARAMOUNT PICTURES Inc., New York and Hollywood, has bought time on MBS to air its premiere of "Samson and Delilah" from New York's Rivoli and Paramount Theatres. The broadcast, scheduled for Dec. 21, 8-8:30 p.m., was placed through Buchanan & Co., New York.

DuMont TV Network will telecast the premiere on sustaining time, it was learned. Cut-ins from Hollywood will be used on the broadcast, with the video version playing up the arrivals of show business and civic personalities.

PULSE REPORT

42.6% Listen Out-of-Homes

OUT-OF-HOME listening was indulged in during November by persons from 42.6% of the homes interviewed by The Pulse Inc. in its survey of outside radio listening. The November report, issued last week, is based on interviews in 300 homes per quarter-hour on Saturday and Sunday and 1,000 homes per quarter-hour, Monday through Friday, comparable to the Pulse surveys of listening at home.

Average quarter-hour total audiences for homes with out-of-home listeners from 6 a.m. to midnight was 3.0% for midweek days, 3.2% for Saturday and 2.6% for Sunday. Heaviest out-of-home listening occurred Saturday 8-9 p.m. when the average total audience for the hour was 7.3%. Highest midweek out-of-home listening was 2-5 p.m. when the average total audience for the three hours was 4.5% adding about 15% to the home audience at that time.

In January The Pulse will expand study to include Chicago.

GUESTS at Spot Radio Clinic of the National Assn. of Radio Station Representatives December session were executives of the United Fruit and Best Foods companies, both advertisers and large users of spot. L to r: Seated—Robert D. C. Meeker, Robert Meeker Assoc. Inc.; John E. Pearson, John E. Pearson Co.; A. R. Partridge advertising director, United Fruit Co.; Fred F. Hague, George P. Hollingbery Co.; Albert Brown, vice president, Best Foods Inc., and Robert Eastman, John Blair & Co.; standing—William Faber, Headley-Reed; Louis Moore, Robert Meeker Assoc. Inc.; James LaBaron, RA-TEL Representatives Inc.; Eugene Katz, The Katz Agency; Frank Headley, Headley-Reed; Richard Gerken, John Blair & Co.; Russell Walker, John E. Pearson Co.; Thomas Campbell, The Branham Co.; Jerry Lyons, Weed & Co.; T. F. Flanagan, managing director, NARSR.

MAJORS MULL RADIO

Anti-Trust Is Problem

By HERMAN BRANDSCHAIN

RADIO was about the hottest subject to come before the major league baseball winter meetings in New York last week.

After almost a full day of discussion of policy Tuesday with regard to airing play-by-play accounts of games, the diamond executives of both leagues broke up their sessions with an announcement that did not make headlines —they had grappled with their dilemma but had not solved it.

Both league presidents, Ford C. Frick of the National League and Will Harridge of the American, told newsmen in effect that they had struck out.

Their dilemma, in a nutshell, involves ways and means of protecting minor league clubs in view of a Dept. of Justice anti-trust ruling [BROADCASTING, Oct. 31].

That ruling, drafted at the behest of protesting radio stations, banned one of baseball's own rules. Baseball had a rule that prohibited broadcasts of any major league game in any city without the consent of all major and minor league clubs in the city and within 50 miles.

The Justice Dept. branded the baseball practice a restraint of trade. It issued a rule that lifted the bars on all play-by-play broadcasts, except for the provision that no major league broadcast could be carried into a minor league town where a game was actually in progress.

Low Gate Feared

The minor leagues fear that their local fans are not apt to line up at the box office for one of their night games a half hour after they have switched off a play-by-play account of a major league game. The government ruling requires major league broadcasts to terminate a half hour before start of a local minor league game.

Thus, baseball again was faced with the problem of protecting the minor league teams, many of which the major league nines themselves own.

"Naturally we can't authorize any illegal broadcast," said Mr. Harridge, "but on the other hand major league clubs cannot be blamed for trying to protect their minor league interests."

Similarly, Mr. Frick said: "We are well aware of our encroaching on minor league territory but the rule has to be that way."

Not only were the executives stymied by the fundamental policy to be adopted, but each league seemed to be in process of adopting different machinery to cope with radio. The American League reportedly set up a radio department, which could become the means by which it will act vis-a-vis radio. An announcement on the American League's radio policy is said to be possible after the first of the year.

On Thursday Mr. Frick, speaking for the National League, told BROADCASTING that his league would not set up a separate radio authority.

Each national league team, he said, would undertake its own negotiations, make its own contracts and do so on a non-exclusive basis. That policy is undoubtedly an effort to lean over backward from possible anti-trust charges. Stations, he indicated, will be the principal ones with whom clubs will be apt to close contracts, rather than with sponsors or networks.

Mr. Frick also acknowledged that the baseball executives had received numerous proposals for radio rights. One that leaked out was a proposal to both leagues by MBS whereby the network would carry a game-of-the-day broadcast during the regular diamond season next year. The games would be fed only to MBS affiliates in minor league and non-baseball cities.

Under the decentralized procedure that the National League will pursue, said Mr. Frick, any such proposal of MBS would mean separate negotiations with each of the league's eight clubs.

Another matter discussed informally at the winter meetings was television's impact on box-office. Though attendance in each league was down, television was generally not blamed for it. The Brooklyn club, for example, situated in one of the biggest television homes areas, experienced an attendance increase. Branch Rickey, Dodgers head, and Mr. Frick discounted television as the reason for gate decreases.

And indeed one long-term television contract was even announced during the week—WOR-TV New York will carry all day and night home games of the Dodgers for three years beginning in the spring of 1950. All the telecasts will be sponsored by F & M Schaefer Brewing Co. for Schaefer beer. The contract was placed through BBDO.

Wickcliff Crider and John Johns, BBDO vice presidents, represented the agency, and John T. Morris, advertising director of Schaefer, represented the brewing company. Walter F. O'Malley acted for the Dodgers, and R. C. Maddux, WOR vice president in charge of sales, represented the station.

Red Barber and Connie Desmond will describe the games with the cooperation of a third announcer to be named. To cover the games, WOR-TV will install a coaxial cable between Ebbets Field and the station's transmitter building in North Bergen, N. J. Four cameras will be used, one with a Zoomar lens. When the telecasts begin in April, they will put WOR-TV on a seven-days-a-week schedule.

It also became known that for the third successive year, Ballantine beer and ale will sponsor Yankees home games over WABD (TV) New York, through J. Walter Thompson Co. Chesterfield has signed for the New York Giants games and is negotiating with WPIX (TV) New York to telecast them for the coming season as it did last year. Newell-Emmett is the agency. Negotiations also are being carried on with other stations, it was learned.

C. OF C. AD GROUP

Ryan Is Vice Chairman

J. HAROLD RYAN, vice president and treasurer of Fort Industry Co. (licensee of WAGA Atlanta, WJBK Detroit, WGBS Miami, WSPD Toledo, WWVA Wheeling, WMMN Fairmont, Ohio, and WLOK Lima, Ohio), has been named to the newly-created post of vice chairman of the 1950 Committee on Advertising of the Chamber of Commerce of the United States.

The committee is headed by Leonard W. Trester, director of public policy, General Outdoor Advertising Co., Washington, and a director-at-large of the U. S. Chamber. Other members are:

Frederick Bowes Jr., manager, advertising and public relations, Pitney-Bowes Inc, Stamford, Conn.; Edward Breen, president, Northwest Broadcasting Co. (KFVD), Fort Dodge, Iowa; R. J. Canniff, advertising & sales promotion mgr., Servel Inc., Evansville, Ind.; Tom Cathcart, *This Week* magazine, New York; William N. Connolly, advertising mgr. S. C. Johnson & Son Inc., Racine, Wis.; G. D. Crain Jr., publisher, *Advertising Age*, Chicago; John R. Davis, vice president, Ford Motor Co., Dearborn, Mich.; Edmund J. Frazer, vice president, National Transitads, New York; Edwin S. Friendly, general manager, *New York Sun*; Walter D. Fuller, president, Curtis Publishing Co., Philadelphia; Clarence B. Goshorn, president, Benton & Bowles Inc., New York; Robert M. Gray, manager, advertising-sales promotion-marketing, Esso Standard Oil Co., New York; Edgar Kobak, consultant, 341 Park Ave., New York; James E. McCarthy, dean, College of Commerce, Notre Dame U., South Bend, Ind.; George S. McMillan, vice president, Bristol-Myers Co., New York; Hubert D. Murray, president, Wave Publishing Co., Rockaway Beach, N. Y.; Kenneth G. Patrick, advertising & public relations dept., General Electric Co., New York; Myles Standish, president, Standish-Barnes Co., Providence, R.I.; Frederick L. Wertz, president, Window Advertising Inc., New York; George E. Whitwell, vice president, Philadelphia Electric Co., Philadelphia; Thomas F. Collison, secretary manager, publicity department, U.S. Chamber of Commerce, Washington.

Radio will play an important part in the "American Opportunity Program," committee - sponsored grass roots campaign to explain the American economic system by encouraging employers to tell their business story to employes and communities. Paul H. Good, of the Chamber's Education Division, is director of the program.

* * *

Mr. RYAN

The most effective ways to use radio in the program are outlined in a 14-page booklet, "Radio and Your American Opportunity Program," distributed to more than 500 Chambers of Commerce and 200 business firms, schools, civic institutions and individuals as part of an eight-page pamphlet kit. The kit also includes booklets on how to use employe meetings and publications, letters, bulletins, annual reports, plant tours and films in telling the story of the American free enterprise system.

Power of Spoken Word

The booklet on radio opens with the advice: "Use radio because it is possible to reach more people during one radio broadcast than you could reach if you could speak simultaneously in every public assembly hall in your community." Noting that the spoken word can be more compelling, personal, friendly and timely than the printed word, the booklet continues: "The spoken word by radio comes to the listener in the privacy of his home where thoughts may be planted easily, free of distractions and ready for discussion in the family circle."

The booklet explains the basic principles governing the use of radio, tells how to organize a radio committee, presents an outline for a radio campaign and a model lead-off program script, gives some do's and don'ts and some tips on effective broadcasting and concludes with a list of sources of scripts and transcriptions available for public interest programs.

AWARD DINNER *Marks Radio-TV Academy Drive*

FIRST major attempt in the broadcasting industry to create an academy will be marked at the Radio and Television Award Dinner, to be held Jan. 13 at New York's Waldorf-Astoria.

Plans for the dinner were announced at a New York news conference last Thursday by Michael R. Hanna, general manager of WHCA Ithaca, and an NAB board member. Proceeds of the $25-a-plate dinner, to be underwriten by *Radio and Television Best* magazine, will be donated to the Mark Hellinger Fund of the Heart Assn.

Outlining the purposes and plans of the awards, Mr. Hanna pointed out that there is a distinct difference between popularity poll and fan magazine awards and those presented by such organizations as the Academy of the Motion Picture Arts and Sciences and the Pulitzer Award Committee.

"The plan of awards for the first Radio and Television Award Dinner has been so devised that the awards can not be controlled by any particular network nor by any special interest in the industry," Mr. Hanna said in part.

Milton Berle, chairman of the dinner, issued a statement outlining the committee hope that an Academy of Arts and Sciences for the radio and television industry will be created as an outgrowth of the first dinner.

Awards will be broken down into two categories—general and special. The general categories will be divided into two groups, radio and television, while the special categories will combine both media. Award lists include:

GENERAL CATEGORIES

RADIO

1. Drama
2. Comedy and Variety
3. News and News Commentary
4. Educational and Informational Programs (including talks, forums, panels and documentaries)
5. Religious Programs (including religious music)
6. Music and Music Commentary
7. Children's Programs
8. Agricultural Programs
9. Women's and Home-Making Programs
10. Special Events (except sports)
11. Sports

TELEVISION

1. Drama
2. Comedy and Variety
3. Special Events (except sports)
4. Children's Programs
5. Sports

SPECIAL CATEGORIES

1. Program of The Year (a) Radio (b) Television
2. Outstanding Actor of the Year (a) Radio (b) Television
3. Outstanding Actress of the Year (a) Radio (b) Television
4. (a) Top Female Vocalist of the Year, Radio or Television
   (b) Top Male Vocalist of the Year, Radio or Television
5. Outstanding Radio Writer of the Year
6. (a) Outstanding Producer-Director—Radio
   (b) Outstanding Producer-Director—Television

Awards will be made to programs or talent aired on national networks between Nov. 1-30, 1949, nominations to be made by the panel of committees. Final balloting will be by the board of judges, which comprises the panel of committees plus members of the broadcasting industry.

Nominations for each category are made by a committee consisting of persons not connected with commercial broadcasting, such as educators, listener organization members, educational broadcasters, lay listeners, etc. Each committee of three nominates in its own category, and all the committee members together constitute the entire panel of committees.

In the final balloting, separate weights will be given to votes cast by panel members and indus members of the board of judges.

All members of the board, incl ing members of committees three, members of the special c mittees and members of the ind try will participate in the fi balloting.

Relative weights for final ballo ing will be as follows:

	PANEL OF COMMITTEES MEMBER VOTE	INDUSTR MEMBE VOT
For First Place	6 Points	1 Poi
For Second Place	4 Points	1 Poi
For Third Place	3 Points	1 Poi

Members of the sponsoring committee include:

John Bostmann, MBS; Charles J Denny, NBC executive vice presid Wayne Coy, FCC chairman; H. Leig Atlass, CBS vice president; Sydney E Eiges, NBC vice president; G. T. Fry, NBC; Benedict Gimbel Jr., WI Philadelphia; M. B. Grabhorn, AB vice president; Mr. Hanna; Ivor Ke way, ABC vice president; Thomas F Luckenbill, radio director, Wm. Bi Co.; Thomas C. McCray, NBC natio program director; Brewster Morga Compton Advertising; Paul B. Mowry ABC-TV; Tom Slater, Ruthrauff & Ryan; Wilson M. Tuttle, Ruthrauff Ryan; Paul A. Walker, and E. H Webster, FCC Commissioners; J. Donal Wilson, ABC.

WNEW TO 50 KW

FCC Issues Decision

WNEW New York's long-pending application for a power boost from 10 to 50 kw on 1130 kc was granted by FCC last Wednesday.

The application had been held up pending disposition of the case involving WNEW's renewal application. This, the Commission noted, was completed last May with a decision approving the qualifications of watch manufacturer Arde Bulova and his associates in Greater New York Broadcasting Corp., WNEW licensee, and renewing the station's license [BROADCASTING, May 16].

An application is now pending for sale of WNEW to a new company headed by William S. Cherry Jr., Rhode Island industrialist and broadcaster, for $1,500,000 plus $500,000 in net quick assets [BROADCASTING, Dec. 12].

FCC held that WNEW's operation with 50 kw would cause objectionable interference to no U.S. station except "minor objectionable interference" to KWKH Shreveport, 1-B station on the 1130-kc frequency. KWKH, it was pointed out, did not oppose WNEW's petition for grant of the application.

SARNOFF *Cited by UN, Hails Radio's Peace Role*

PREDICTION that the electron, "the heart-beat of radio," may prove mightier than the atom was voiced by Brig. Gen. David Sarnoff, RCA board chairman, at ceremonies on Dec. 10 marking the first anniversary of UN adoption of the Universal Declaration of Human Rights. Event was held at Carnegie Hall in New York.

Gen. Sarnoff, viewing the rise of television as a mass communications medium, further prophesied that international TV will be an accomplished fact within five years or perhaps sooner.

During the ceremonies, Gen. Sarnoff was awarded a UN citation for his aid to the declaration of freedom of information. Following the presentation, Gen. Sarnoff declared that only free access to information flowing across all boundaries can make possible a world peace based on mutual awareness of common goals.

Presentation of the citation took place during a two-hour and 15-minute program, starting at 5:15 p.m., which was telecast by NBC. It featured participation by world leaders and prominent musical artists.

Gen. Sarnoff took part in a roundtable discussion on "Freedom of Information" with Brig. Gen. Carlos P. Romulo, UN General Assembly President, and Dr. Gerrit Jan vanHeuven Goedhart, Netherlands' representative to the UN. Benjamin Cohen, UN Assistant Secretary-General in Charge of Public Information, was moderator.

Gen. Sarnoff said: "In adding this principle (freedom of information) to the long-established rights of a free press and free speech, we are not projecting an abstract ideal. We are pointing to the use of the latest and greatest media of mass communications—radio and television—to help solve the crisis of our times."

He maintained that by promulgating this declaration, "we place our faith in the fundamental good judgment of the average individual in any nation," who by being able to sift fact from propaganda, "can expel his doubts and recover from his fears."

United Nations Freedom of Information citation is presented to Brig. Gen. Sarnoff (r) by UN Secretary-General Trygve Lie.

* * *

"Radio," he continued, "speaks to a mass audience and delivers its message with a powerful impact. It can break through any blockade against the influx of facts and ideas. In the struggle for peace, the electron—which is the heart-beat of radio—may prove mightier than the atom."

But, he added, the freedom of radio is a "mere figure of speech without the corollary principle of Freedom to Listen." Television, he said, some day will enable people to look around the world in the same way radio has become global. But TV, too, would be an empty dream, he said, "unless the Freedom to Look is given assurance among our human rights."

During the forum on "Freedom of Information," Gen. Romulo warned that the most potent blockade to this freedom is not political but economical. He declared that the shortage of radio equipment is in itself a factor. "Many countries," he said, "have high import duties on such equipment." It is as important, he stressed, that foreign countries receive broadcasts in their own tongue as it is that they receive other commodities.

Sees Global Video

Looking toward global video as well as radio as a solution, Gen. Romulo concluded: "New sovereign countries want to develop their own facilities and personnel. There is no hope of overcoming political obstacles and differences until people better understand each other."

The third roundtable participant, Dr. Goedhart, member of the UN Sub-Commission on Freedom of Information which drew up the outline of the Geneva conference on Freedom of the Press, advocated a second such conference to be preceded by informal planning meetings.

Upon receipt of the citation, Gen. Sarnoff commended the Voice of America, as the outgrowth of the principle of freedom of information, which he had discussed with the late President Roosevelt, President Truman, Secretaries of State Hull and Marshall. He said that shortly after the organization of the UN he had presented a plan for international broadcasting to world body officials to be known as the "Voice of UN." He was encouraged to observe its

(Continued on page 43)

CEREMONY held Wednesday (Dec. 14) in Washington, marking presentation of Treasury Dept. plaque to WCCO Minneapolis for its contribution to the promotion of U. S. Savings Bonds, is attended by (l to r): Bob Woodbury, WCCO traffic manager; Eugene Wilkey, WCCO assistant general manager and general sales manager, and Vernon L. Clark, national director, U. S. Savings Bonds Div. Mr. Wilkey received the citation on behalf of General Manager Wendell Campbell.

WINS CASE

ILGWU Applies for Facilities

THE BATTLE over Generoso Pope's proposed purchase of WINS New York took a new turn last Thursday as the International Ladies Garment Workers Union, owner of WFDR (FM) New York, applied to FCC for the Crosley-owned WINS' 1010 kc, 50 kw day, 10 kw night assignment.

The application was filed in the name of ILGWU's WFDR Broadcasting Corp., which asked FCC to call a consolidated hearing on (1) the WINS license-renewal application; (2) the union subsidiary's application for the WINS facilities, and (3) the application for transfer of WINS from Crosley Broadcasting Corp. to Mr. Pope's Il Progresso Italo-Americano Publishing Co.

Though FCC has abandoned its Avco Rule permitting competing bids on stations up for sale, WFDR Broadcasting said if its application is successful it "will be ready, able and willing to purchase all of the existing facilities of Station WINS on the identical terms and conditions" of Crosley's $512,500 contract for sale to Il Progresso.

Mr. Pope's proposal to convert WINS into a foreign-language station after the style of his WHOM Jersey City was projected as a major issue for the requested hearing. The union's program plans envisioned "a broad, all-purpose service."

The union's application was filed by the New York law firm of Fly, Fitts & Shuebruk, whose James Lawrence Fly, former FCC Chairman, represents a committee of WINS employes opposing sale to the Pope interests.

Counsel for Il Progresso meanwhile told FCC it should "acknowledge receipt" but "give no further consideration to" the objections filed by Mr. Fly on behalf of the WINS employes' committee [BROADCASTING, Dec. 12].

In reply to the WINS committee's attack on the "questionable principle" of foreign-language programming, the Il Progresso memorandum quoted from some of Mr. Fly's own statements on the value of such programming.

Mr. Fly was quoted as saying in an address in 1941 that foreign-language stations "can, and in large measure do, serve a constructive purpose." A few month later, FCC was told, he said that "in my opinion, foreign-language broadcasts are of considerable value," and, in 1942, that "foreign-language broadcasting, since the outbreak of the war, has assumed vital importance to civilian morale and national security."

The Il Progresso memo, prepared by Marcus Cohn of the Washington law firm of Cohn & Marks, also noted that FCC had approved Mr. Pope's acquisition of WHOM upon his "express representation" that it proposed to increase the station's foreign-language programming.

Il Progresso Answer

The WINS committee's complaint, Il Progresso contended, is "only that their particular jobs might be lost" if the station changed over to foreign-language programming. Actually, FCC was told, all but 22 (and perhaps fewer) of the 64 on the committee are in jobs which can be handled with or without a knowledge of foreign languages.

The memo also challenged the committee's contention that the number of metropolitan New Yorkers who desire foreign-language programming is not substantial, and that those who do wish such programs are sufficiently served by other stations.

Accompanying the memo was an affidavit of Mr. Pope branding as "false" the committee's claim that he had personally told the committee that WINS under his ownership "could do no more than absorb

(Continued on page 47)

SESAC MUSIC

Drake Urges Negotiation Group

CREATION of a negotiating committee to draw up rate schedules for SESAC music, just as the industry has done in the case of ASCAP's library, was proposed Thursday by Melvin Drake, vice president and station manager of WDGY Minneapolis.

Mr. Drake is president of the Minnesota Broadcasters Assn. and a member of the NAB Unaffiliated Stations Executive Committee.

Such a committee could negotiate rates for different classes of stations, he said, including per program charges along with blanket fees. NAB District 14 (Mountain states) Dec. 6 urged that per program licensing be discussed with SESAC, with the copyright group expressing willingness to meet with an NAB committee [BROADCASTING, Dec. 12].

District 14 also urged at its Salt Lake City meeting that BMI and NAB consider purchase of the SESAC library.

Mr. Drake recalled that the industry had established BMI "to take care of industry problems with ASCAP. Here comes another group which is becoming an important factor in station operation."

Last Wednesday, Mr. Drake said, K. M. Parker, SESAC field representative, told him WDGY's SESAC rate will be $2,400 a year starting next October. WDGY's present contract calls for a payment of $540 a year based on its former 5 kw power, Mr. Drake added, with the new rate ascribed to the station's increase to 25 kw night and 50 kw daytime.

"I said that starting Oct. 1, 1950, we start doing without SESAC," Mr. Drake said he told Mr. Parker, and then was told a representative would check the station's programs.

"I was assured that $2,400 was the minimum rate for 25 kw and 50 kw stations," Mr. Drake continued.

A check with another 50 kw station disclosed that outlet was paying $1,500 a year, Mr. Drake said. "This morning," he continued, "the SESAC representative returned, offering a rate of $1,500 for the first two years and $1,800 for the next three years. I am willing to pay a higher rate as a 50 kw station but feel that it should be the subject of negotiation. In 18 years of business I've never before been told what to pay without a chance to discuss or negotiate the figure."

SESAC Statement Objecting to Story's Heading

THIS LETTER is directed to you in the interest of SESAC Inc., as a result of the article which appeared in BROADCASTING, Dec. 12, 1949 issue, on Page 29.

The heading of the article reading, "SESAC PURCHASE BY BMI," which reviews the NAB District 14 meeting at Salt Lake City, has and will create an unfortunate rumor among the licensees of SESAC. As you are aware, the article appeared in your magazine shortly after the opening day of the NAB meeting in Portland, Ore., where the 17th District convened.

Mr. Kolin Hager, assistant to the president and Mr. David R. Milsten, western counsel, both of SESAC, were present in Portland, where copies of the issue were made available to the attending broadcasters. Mr. Hager and Mr. Milsten were immediately confronted with the question, "Has BMI Purchased SESAC?"

Mr. Taishoff, we feel that SESAC has been unjustly placed in an awkward position by reason of what, in our opinion, was a most misleading heading of the release. We also feel that you will concur in our position.

For your information, Mr. Carl Haverlin president of BMI, made a public statement on the floor of the Portland session, in which he expressed regret that the heading of the article left the impression that a purchase of SESAC music repertory had been consummated. Mr. Haverlin further stated that the heading of the article was not factual and he desired that the broadcasting industry, and particularly those present, be informed that there are not any negotiations under way for a purchase of SESAC's music repertory and that none had been authorized by the officials of either BMI or SESAC and he hoped that his clarification would lay to rest any such unfortunate rumor.

We desire to add to Mr. Haverlin's very fair and frank statement, that SESAC does not contemplate, nor has it ever considered the sale of its music repertory or that such a proposition has ever been authorized by SESAC.

We do not believe that it is the policy of your magazine to create a situation which doesn't exist. There will probably be repercussions in the industry and other trade papers as well as numerous inquiries to BMI and SESAC, resulting from the unfounded and non-factual heading of the release.

We respectfully solicit your cooperation in correcting this matter by publishing this letter in its entirety in your next issue of BROADCASTING, thereby dispelling the erroneous rumor. We hope you will give this letter equal prominence to that of the misleading headline.

Knowing that your editorial policy and the conduct of your magazine is equitable, we feel confident that this matter will have your immediate attention. We are certain that if corroboration is desired, Mr. Haverlin, for whom we have profound respect, will be happy to give it.

Paul Heinecke, President
SESAC Inc.

It's Corn . . . BUT SPONSORS LOVE IT

CEDRIC ADAMS, the Upper Midwest's perpetual motion radio salesman, is sponsored a total of five hours a week.

Starting Jan. 3 his sponsored time will increase 8%, a total of 5 hours and 25 minutes—not important in point of time, perhaps, but highly significant in terms of audience. For Cedric Adams ("Mr. Northwest"), courtesy of Pillsbury Mills, Inc., steps into a new role, "Mr. United States." Heretofore a regional phenomenon at WCCO Minneapolis-St. Paul, he now will be heard on the nationwide CBS network.

★

Pillsbury has bought Mr. Adams' breezy five-minute segment to follow Art Linkletter's *House Party*, Monday through Friday (3:30-3:55 p.m. EST), also a Pillsbury-sponsored series.

And so Cedric Adams, self-styled hometown boy, becomes a national figure. His stuff, he insists, is strictly from corn. But corn, chatter, news intelligence—no matter what his message is called—it's the sort of thing midwesterners like and it's the sort of thing that sells goods for an imposing list of advertisers.

Funny thing about Cedric Adams. He's been on the air from WCCO Minneapolis since 1934. A recent survey showed that 96% of Minnesotans know about him. He has 17 shows a week and writes seven newspaper columns in his spare time.

Yet it took 17 years for the flour company across the street from WCCO to discover him, or at least to decide that perhaps he could sell Pillsbury products as well as Purity bread, Hormel meat, Kopper's coke, Fords, coffee and—if you'll pardon it, Mr. Pillsbury—some of the General Mills line. The full list of ex and current Adams sponsors is a young catalog and so is the list of success stories that might appropriately go with such a compendium.

Twenty-two shows and seven newspaper columns should round out a pretty full week for Commentator Adams when 1950 arrives. Just to make certain that atrophy doesn't set in as a result of laziness he will continue numerous and widespread personal appearances all over the Upper Midwest. He has filled engagements as far away as Rapid City, S. D., 600 miles from home plate, and generally goes out of town two to four times weekly to originate one of his programs, *Nighttime News*.

In order to cut down his travel he recently has started a two-hour stage presentation, *Cedric Adams' Open House*, which plays in large towns one night a week and is booked solidly into next summer.

With all the acclaim, and of course an occasional buck that he picks up from sponsors (his income is in six figures), Cedric Adams retains his "small boy in the big city" appeal.

The new CBS program will be recorded in Minneapolis and sent to Hollywood to be tagged on the end of Art Linkletter's 25-minute party. The title is typical of the Adams formula—*A Little Talk and a Little Tune*. It's mostly talk with Ramona Gerhard providing the tune.

Cedric Adams joined WCCO, CBS-owned 50 kw outlet in the Twin Cities, in 1934, starting out as a news reporter. His 10 p.m. *Nighttime News* was sponsored from Sept. 1, 1935, through Aug. 12, 1938, by M. L. Rothchild's Department Store. George A. Hormel Co. took over the program for a half-year when Purity Baking Co., present sponsor, acquired it . . . and still has it.

Recalling the 10-year relationship, Joseph Tombers, Purity vice president said, "Cedric Adams has done a fine job for us. He is cooperative and easy to work with. Whenever we give him copy for a different product such as fruit cake or Swedish rye, there is an immediate jump in sales."

When Purity introduced raisin bread, his sales messages (on Tuesday nights only) upped sales from 34,000 to 74,000 loaves per week in a 16-week campaign. The series of 32 announcements brought a 145% sales increase throughout the Twin Cities area.

Mr. Tombers recalls the first time Mr. Adams read a sales message for Swedish rye when it was introduced. The campaign was planned for two weeks but after one commercial the supply was exhausted. The bakery was inundated by orders and ran short of baking pans, requiring a complete revamping of the advertising campaign.

When Purity took over the 10 p.m. Sunday-through-Friday news, the Adams family had Saturday evening open and everybody managed to keep acquainted. But in 1943 Coca Cola Bottling Co. of Minnesota called Cedric (everybody for miles around calls him

* * *

FLOYD NORDSTROM, division manager of Phillips Petroleum Co. in Minneapolis, congratulates 16-year-old Barbara Sorlien of Fargo, N. D., winner of the $1,000 scholarship award at the end of the series of *Phillips 66 Talent Parade*.

• Pillsbury Mills Joins Adams' Advertisers Parade as Cedric Goes to Full CBS

that) and suggested a 10 p.m. Saturday news program.

Mrs. Adams demurred, so Cedric took the easy way out by settling on a talent fee he considered unreasonably high if not exorbitant. Just to be sure, he doubled the figure, reasoning to himself, "I must have an equal amount for the wife because that's our night out."

To his mixed emotions of dismay and elation, Coca Cola accepted and told him to start at once. That was Oct. 23, 1943, and Coca Cola and Cedric Adams are still that way about each other every Saturday night.

* * *

THERE'S no Hooper for his late-night broadcasts, but *Noontime News* consistently tops a 20 rating in the Twin Cities and WCCO officials point out that his greatest popularity lies outside Minneapolis-St. Paul. Current noontime sponsor is Procter & Gamble Co. Predecessors have included International Harvester, Ford dealers, Hormel, Kopper's, Butternut coffee and General Mills.

Taking a cue from Arthur Godfrey, he started last Oct. 30 to originate the *Sunday Noontime News* from his home, with Nutrena Division of Cargill Inc. as sponsor.

Gene Wilkey, WCCO assistant general manager and general sales manager (then program director) expanded Cedric from news into the talent hunting field. His *Stairway to Stardom* and *Phillips 66 Talent Parade* resulted.

Sears Roebuck took over *Stairway to Stardom* May 2, 1947, and ran through the summer when McGarvey Coffee Co. became sponsor. The program is credited with putting Flame Room Coffee into its present strong position. Michael Fadell, president of Fadell Co., advertising agency for McGarvey, said, "In two years Cedric Adams has boosted the sales of Flame Room Coffee, a relatively unknown brand, into an important role in the Northwest consumer market. *Stairway* is a merchandisable program and we have renewed Cedric Adams for a third year on WCCO."

Actually, *Stairway* is anchor show for the successful block, *Saturday Night Radio Party*, which plays to a packed house in the WCCO auditorium 6-8 p.m. every Saturday.

Success of *Stairway* in using adult talent prompted the *Junior Carnival*, which opened Jan. 3, 1948, and was picked up by Phillips 66 the following June. Featuring youngsters 17 and under, the program is presented Sunday at 9:30 p.m. According to the sponsor, the program has been a "great success" not only as a consumer advertising medium but as a surprisingly strong factor in encouraging dealer acceptance for Phillips 66.

Floyd Nordstrom, Phillips Petroleum Co. division manager, commented, "Frequently our customers will ask for some of that oil Cedric Adams is selling over the radio. What's more, our program has attracted many, many new dealers."

Figuring that 14 news broadcasts, two talent shows and seven columns weren't enough, WCCO put together a 30-minute program based on Cedric's flair for reminiscence. *I'll Never Forget* is a 30-minute show with vocal quartet, soloist and Ramona Gerhard at the organ. It is heard 9:30-10 Tuesday night on WCCO with Peters Meat Products Co., St. Paul, as sponsor. Results have been "phenomenal," according to Peters officials, with products advertised on the program showing a 20% sales increase in the first four weeks. When a new breakfast sausage, Peter's Porkettes, was introduced on the show, sales soared to 100,000 pounds in the first 13 weeks.

And what's Cedric Adams' trick? At WCCO they observe that every listener feels his message is a highly personal one. His voice is warm and friendly, and has an honest appeal, they add.

Three years ago WCCO announced that Cedric would m.c. a two-hour show in connection with the Minneapolis Aquatennial summer festival. Seats were provided for 6,000. Eighteen thousand showed up. In 1948 the same event featured Arthur Godfrey in addition to Mr. Adams. The Great Godfrey had "so much fun" that he asked to be invited again in 1949 when Bob Hope and Vice President Barkley were also guests. The popularity of these annual Aquatennial shows, his friendship with Godfrey and Hope were contributing factors in the decision to expand Adams' horizon.

* * *

WHEN he decided to take a fling at cross-country broadcasting he auditioned five-minute programs with Ramona and sent acetates to a lot of advertising agencies.

Nothing happened for quite a while. Finally the Leo Burnett Co., Chicago agency, showed signs of interest and the Pillsbury contract was signed.

Last week was a big one for Cedric Adams, a week of New Yorking and working combined. Monday he broadcast *Noontime News* from the New Weston Hotel. That out of the way, he presided at a luncheon thrown by WCCO for New York staffers of CBS Radio Sales and agency executives.

Just to make certain the remoted commercials would suit the agencies, he had C. James Fleming Jr., Compton account executive, read the Crisco plugs with G. H. Johnson. Dancer-Fitzgerald-Sample, reading the Dreft lines.

* * *

TUESDAY Cedric and Art Linkletter presided at a Pillsbury Mills luncheon at which Mrs. Eleanor Roosevelt presented $70,000 in cash prizes to winners of the national baking contest. CBS carried parts of the affair on radio and television.

Honored guests at the luncheon were Frank Stanton, CBS president; J. Kelly Smith, CBS vice president; Philip and John S. Pillsbury, respectively president and chairman of the Pillsbury Mills board; Phillip Reed, General Electric Co. board chairman, and Wendell B. Campbell, WCCO manager. General Electric supplied ranges for the baking contest.

And how does one average carcass survive the back-breaking schedule that marks the seven-day-a-week Adams routine? The best answer, probably, is that he knows how to relax and how to have fun. He can travel 50,000 miles in a year and not show signs of travel weariness. Chances are one of his stopping points on a long trip will be the Arthur Godfrey homestead. Cedric and Arthur like to sit around and gab. Each thinks the other is uproariously funny. And when the two get together with Bob Hope, the joint starts bulging at the sides and the windows rattle.

His column in the *Minneapolis Star*, "In This Corner," is informal and chatty. He writes about people and things, most anything. A fortnight ago he did a column on a dream come true—the Pillsbury contract he had just landed. Knowing his own story best, he is best able to narrate it and in the process gives the best possible insight into the true Cedric Adams.

After a biographical paragraph, he went into the story:

"Nationwide radio seemed an easy field to crack. I wrote five five-minute shows and then Ramona and I recorded them. I even recorded a very fancy biographical introduction on the platters. Off they went to 17 of the leading advertising agencies around the country. Four of the radio directors were thoughtful enough to write, but there wasn't an ounce of encouragement from one of the 17. I was still hopeful because I thought I had a natural. You know how you're always sold, usually oversold, on your own idea. But not even the platters came back. I had quite an investment in acetate. Then all of a sudden came a nibble.

"It was the biggest flurry of excitement I had had in years. First it blew hot, then very cold. Robert Q. Lewis had been quoted at $1,000 a week; Vera Vague was available at $800; Meredith Willson (with music) was a good bet at $750. Two cigarette companies were interested in the time slot. One of them wanted to put Vaughn Monroe in for five minutes. I didn't hear his price.

"Well, here was a strictly local yokel trying to move in the big league, so I figured that it was just

(Continued on page 50)

SHARING a cup of Flame Room Coffee as *Stairway to Stardom* begins its third year under sponsorship of the McGarvey Coffee Co. are (l to r): Michael Fadell, The Fadell Co., Gene Wilkey, assistant general manager and general sales manager of WCCO; Cedric Adams; and Bob McGarvey, president of the coffee firm.

XUM

TOP radio and advertising executives attended the first meeting of the Advertising Advisory Committee to the Secretary of Commerce, held in Washington Dec. 9. In the group on left are (l to r): Frederic R. Gamble, American Assn. of Advertising Agencies; Ralph W. Hardy, National Assn. of Broadcasters; Secretary of Commerce Charles Sawyer; Frank Stanton, president of CBS; Elon G. Borton, Advertising Federation of America. In the group on right (l to r): Paul B. West, Assn. of National Advertisers; Charles Jackson, the White House; K. H. Fulton, Outdoor Advertising Inc.; Secretary of Commerce Sawyer; A. E. Winger, Crowell Collier Publishing Co.; C. J. LaRoche, C. J. LaRoche & Co.; Fairfax M. Cone, Foote, Cone & Belding.

SECURITY

Economic Committee Hits Government Secrecy

CHARGE that the government is drawing the veil of secrecy around vital security data and a stern warning that current measures which sublimate personal freedom will ultimately dry up radio and other "channels of information" were sounded last week by the Committee for Economic Development.

These warnings and concrete recommendations were embodied in a report prepared by CED's research and policy committee and released last Wednesday in Washington. CED is a non-partisan group of businessmen and economists.

There is a "great danger inherent in a poorly informed public," CED cautioned, noting that the security program is reflected already in "censorship over scientific and technical information . . . in the confusion of citizens unable to evaluate national policy because of limited knowledge and information." Radio time should be allotted for discussions of freedom and security, it added.

Urge Military De-emphasis

Urging greater civilian control and military de-emphasis in our national program, the report envisioned a typical "garrison-police state":

"In the name of security, channels of public information dry up; the press becomes a mere purveyor of official handouts. Cut off from significant information, editors, commentators and group leaders become less accurate in their judgments. The process of public discussion atrophies. . . . The power of the citizen fades. . . ."

Asserting that "we have already given up important freedoms without adequate challenge," CED said that the government recently has "drawn the line heavily on the side of secrecy."

Internationally, Voice of America and other activities serve as "major instruments" of national security, and a strengthened Voice would cost "relatively little compared to military arms," CED asserted. Additionally, treatment of news by radio commentators and other media sources "can have a profound impact upon our security position abroad," the report added.

CED proposed immediate appointment of a fulltime chairman to the National Security Resources Board and formation of a national security committee in each house of Congress. The board, CED complained, has been characterized by "lack of clarity of purpose and inability to establish satisfactory working relationships" with other agencies. John R. Steelman is NSRB acting chairman.

NSRB is charged with formulating a sound mobilization plan, and relating demands of security policies to national capacities and resources. Among plans under its consideration is one designating key and "secondary" AM-FM-TV stations looking toward formation of an emergency radio network [BROADCASTING, Nov. 21].

Committee Duties

Members of the Senate and House Interstate & Foreign Commerce Committees and other standing committees should serve as representatives on the proposed Congressional security committees, to function if possible as a joint group, it was pointed out.

The committee also urged development of NSC as "the principal agency" for Presidential policy, and addition of three fulltime civilian members without other government responsibilities; a strong civilian staff, independent of the military, within the Dept. of Defense; a fulltime civilian member of NSC to be responsible for flow of public information on security; increased public discussion of national security and freedom.

Presiding at the news session was Fred Lazarus Jr., Federated Department Stores Inc., chairman of a CED security and freedom subcommittee. Among those listed on the subcommittee are: (Sen.) William Benton, Muzak Corp. and *Encyclopaedia Brittannica* (also member of research and policy committee); Gardner Cowles, Des Moines *Register & Tribune* and Cowles Broadcasting Co. (KRNT Des Moines); Robert Heller, Robert Heller & Assoc.

CED board of trustees includes Sen. Benton; Niles Trammell, NBC; Eric Johnston, MPAA; Philip Reed and Charles E. Wilson, General Electric Co.; Harry Bullis, General Mills Inc.; Mark Ethridge, *Courier-Journal* and *Louisville Times*; R. R. Deupree, Procter & Gamble; Philip L. Graham and Eugene Meyer, *Washington Post*; James A. Farley, Coca Cola Export Sales Co.; Mr. Heller; Joseph P. Spang, Gillette Safety Razor Co., and others.

Lorillard on ABC

P. LORILLARD Co., New York, for its Embassy cigarettes, has purchased the ABC *Dr. I. Q.* show. Program, scheduled for Wednesday, 8-8:30 p.m., was bought through Geyer, Newell & Ganger, New York.

FCC Actions

THREE new AM stations granted by FCC last week and two existing stations received improved facilities. Five transfers approved. Commission also refused to review grant of 5 kw day, 1 kw night on 860 kc to KONO San Antonio and denied petition for reconsideration filed by Texas Star Broadcasting Co., losing applicant [BROADCASTING, May 23]. Details of these and other FCC actions are found in FCC Roundup starting on page 84 and Actions of the FCC starting on page 72.

COMMERCE UNIT

Radio-TV to Channel Data

RADIO, television and other media will serve as channels of information through which the Dept. of Commerce will siphon facts and figures in connection with its newly-launched program for closer liaison between government and the advertising industry.

The campaign was initiated by Commerce Secretary Charles Sawyer, with appointment of a 19-man Advertising Advisory Committee. [BROADCASTING, Dec. 12]. Group held an exploratory meeting at the Commerce Dept. Dec. 9.

High on the list of objectives is the proposed formation of an advertising unit within the department itself. A subcommittee to be headed by Fairfax Cone, of Foote, Cone & Belding, will explore that possibility. Other groups dealing with committee organization and review of the department's research and statistics also were named. C. J. LaRoche, C. J. LaRoche & Co., and David W. Howe, *Burlington* (Iowa) *Free Press*, were named chairmen of the respective subcommittees.

A permanent chairman will be announced this week to head the advisory committee, it was learned last week. A nominating group, headed by Paul West, ANA, and Messrs. Cone and LaRoche, is handling recommendations. Frank Stanton, CBS president, is under consideration for the post, it was understood.

The Commerce Dept. has emphasized that it initiated the program so that advertisers may get the best data available, weigh the usefulness of the facts and in turn make recommendations to the department and the Business Advisory Council. It described the unit as "an advisory arm" to the department and council.

RADIO'S ASSISTANCE

Cited By Ad Council

ADVERTISING COUNCIL executives paid tribute to radio for the time contributed to Council projects Thursday at the first Chicago meeting of the board of directors. A special luncheon meeting for leading advertisers, agencies and radio and television executives was called to order at the Blackstone Hotel by Charles G. Mortimer Jr., vice president of General Foods Corp. and chairman of the Council.

In one of four reports from coordinators on major Council projects, Theodore S. Repplier, Advertising Council president, said two billion listener impressions have plugged the American Economic System campaign since its inception a year ago. This, he explained, is equivalent to 100 weekly Bob Hope shows.

Young Reports

Thomas H. Young, advertising director of the U. S. Rubber Co. and coordinator on the Savings Bond drive, reported $44 million in free time and space, "the largest individual campaign ever run." He added that in the first 41 weeks of this year, Savings Bond messages made 1,089,000,000 impressions on network listeners.

One and one-half billion listener impressions are expected to be totaled for the safety campaign by the end of this year, it was predicted by Wesley I. Nunn, manager of the advertising department, Standard Oil of Indiana. The present total, 1,109,295,000, represents 1,047 shows and 135 advertisers, he reported. A fourth report was given on Better Schools by Roy E. Larsen, president of Time Inc.

The theme of the business conference—The Human Responsibilities of Business—was discussed at length by Chester C. Davis, president of the Federal Reserve Bank of St. Louis, and Harry A. Bullis, chairman of the board of General Mills. Each stressed (1) the close relationship between personal and business freedom and (2) progress results only from productivity.

Radio executives among the table hosts were Frank Stanton, president of CBS; Niles Trammell, former president of NBC and now board chairman, and Edgar Kobak, former MBS president who is now a private consultant. Agency hosts included Louis N. Brockway, Young & Rubicam, and Frederic R. Gamble, president, AAAA.

FOR Ralph J. Mathewson (1), WEEI Boston transmitter engineer, it's a 25-year crown for service to The Hub's CBS outlet. Harold E. Fellows, general manager of WEEI, does the honors. Mr. Mathewson pulled the switch that released WEEI's first radio beam on Sept. 29, 1924. He is the station's first member to attain the quarter-century distinction. Occasion of the crowning ceremonies was the fourth annual dinner of WEEI's 15 Year Club, now consisting of 18 members with an aggregate service record of 367 years.

IRVIN GROSS

Named to Advisory Post With Taylor Stations

IRVIN GROSS, formerly of Edward Petry & Co. and now operating his own business, has been named by O. L. (Ted) Taylor as advisor on operations, sales promotion and research for KGNC Amarillo, KFYO Lubbock, KRGV Weslaco, all in Texas, and KANS Wichita, Kan., and KTOK Oklahoma City.

In announcing the appointment, Mr. Taylor said Mr. Gross is "eminently qualified to work with stations in an advisory and creative capacity as a result of his extensive station and representative experience. Having grown up in Southwestern radio, he is particularly well equipped to serve this group of stations.

"Mr. Gross will spend a considerable portion of his time in the Taylor-Borroff (station representative) New York office and his counsel on administrative matters will also be available to the personnel of that organization. The appointment of Mr. Gross is the initial step in a comprehensive development program . . . for . . . 1950."

For eight years Mr. Gross had been with WFAA Dallas as merchandising manager and later in charge of national sales. From 1942 until recently he was with the Petry organization.

Mr. Gross said he is not releasing a list of his accounts because the privilege of announcement has been reserved to clients. "I am simply continuing to work with stations as I did during my years with the Petry organization," he said, "but now I can devote my undivided attention to the more limited list of AM and TV stations engaging me for continuous service on a retainer basis. As time permits, I'll be able to undertake specific assignments of any type within my capabilities for noncompeting stations or for service organizations catering to the broadcasting industry.

NBC-KFI PACT

Split Threat Is Averted

THOUGH divorce between NBC and KFI Los Angeles was threatened for a time, all was settled for at least another two years in Los Angeles last week when Niles Trammell, network board chairman, conferred with Earle C. Anthony, station owner, and William B. Ryan, station general manager.

Effective Jan. 1, 1950, the contract between the network and the station has been signed for another two years. Terms are reportedly a standard contract. One executive told BROADCASTING, "there are no ifs attached."

Possibility of a split between the network and the station after almost 23 years, loomed when NBC sought to buy KMPC Los Angeles [BROADCASTING, Nov. 28].

Commenting upon the new two year pact, Mr. Ryan advised BROADCASTING: "We hope to be affiliated with NBC as long as sound broadcasting is an advertising and public service medium. During the relationship between NBC and ourselves, which has extended for more than 22 years, there has never been any unhappiness on either side."

It is understood that as a result of the new contract, KFI will resume its local promotion of network programs which had been discontinued when news of the NBC-KMPC negotiation first broke. In addition it is understood that KFI also will undertake local promotion of NBC interests of a general nature in cooperation with the network's department.

Drawn for BROADCASTING by Sid Hix

HARKER NAMED

Fort Industry Officer

ELECTION of Tom Harker, national sales manager of The Fort Industry Co. for the past two years, as vice president and national sales director was announced last Wednesday by Lee B. Wailes, Fort Industry vice president in charge of operations.

Mr. Harker

In making the announcement, Mr. Wailes said that Mr. Harker's election as an officer of the company "is in line with his increased responsibilities with the addition of the company's three television stations" (WSPD-TV Toledo, WJBK-TV Detroit and WAGA-TV Atlanta). His election resulted from board action at a meeting in Bloomfield Hills, Mich., Nov. 25.

Prior to his association with The Fort Industry Co., Mr. Harker was an account executive with both ABC and MBS. Previously he was in charge of national sales for General Tire & Rubber Co.

His headquarters are at 527 Lexington Ave., New York, where he directs and coordinates sales activities of the ten Fort Industry radio and TV stations in the national markets. Mr. Harker has "rendered an invaluable service in strengthening" those activities, Mr. Wailes added.

SANTA'S ROYAL WELCOME

Radio, TV Hit New Yule High

CHRISTMAS 1949 bids fair to be radio's all-time high in public service, program ingenuity and promotion—accompanied by a surge of added business as retailers and other business firms in the community turn to radio in increasing numbers to put across holiday ideas.

Reports reaching BROADCASTING indicate that the local department stores in particular are logically in the forefront of these advertisers. And even though many of the Christmas shows are meaning countless dollars to radio, the stations themselves are going further in gratis public interest projects—giving a heart-warming, if not record-breaking, demonstration of how the medium rallies to aid the less fortunate.

Typical of Christmas season programming by the nation's networks and 2,900 outlets are these reports to BROADCASTING:

Christmas messages of President Harry S. Truman and England's King George VI will be aired over CBS, the former as the Chief Executive presses a button in Independence, Mo., lighting the national Christmas tree in Washington, D. C., on Christmas Eve. The tree-lighting ceremonies also will be telecast this year over CBS television network.

The eleventh annual presentation of Handel's oratorio "The Messiah," by the Independence Messiah Choir of Kansas City will be heard in a special 90-minute CBS program beginning at 11:30 p.m. EST, Sunday, Dec. 18.

CBS annual Christmas carol service ushers in the holiday at midnight Christmas Eve. The story of the nativity, as adapted from the Gospels of St. Matthew and St. Luke, will be told in music and drama, in *While Shepherds Watched*, on Christmas Morning.

NBC-TV Feature

The Christmas midnight mass and carols at St. Patrick's Cathedral in New York will be carried exclusively over NBC television network, Saturday, Dec. 24 (11:45 p.m., EST) for the second year in succession. NBC mobile unit cameras inside the church will bring viewers the celebration of the Pontifical Mass with Francis Cardinal Spellman, Archbishop of New York, as celebrant. Auxiliary Bishop Joseph F. Flannelly, administrator of the Cathedral, will preach the sermon. The narration accompanying the celebration of the mass will be by Rev. Charles J. McManus of the Cathedral staff.

A special hour-long *Howdy Doody* program in which the puppet will give his interpretation of the *New York Sun's* famous editorial "Is There a Santa Claus?" will be presented on NBC-TV network, Friday, Dec. 23, from 5 to to 6 p.m.

The premiere of the nine-part cantata by Peter Mennin, "A Christmas Story," to be performed on ABC by the Robert Shaw Chorale and the ABC Symphony Orchestra, will be presented Christmas Eve at 9-9:30 p.m. ABC also is broadcasting the Christmas tree lighting by President Truman, Saturday, Dec. 24, 5-5:30 p.m.

Mount St. Michael's Choir of 24 Jesuit priests will present a Christmas program of choral music on ABC scheduled for 10:30-11 p.m. Christmas Eve. From midnight to 12:30 a.m. Christmas morning, the service from the Cathedral of St. John the Divine will be broadcast; from 12:30 to 1 a.m. Christmas Day, "Handel's Messiah," recorded by Huddersfield Choral Society with Sir Malcome Sargent conducting the Liverpool Philharmonic Orchestra, and from 1 to 2 a.m., midnight mass from St. Louis Cathedral in New Orleans are scheduled.

MBS broadcast its annual presentation, *The Joyful Hour*, yesterday (Dec. 18), 8:30-9 p.m. Program featured stars of stage, screen and radio in a reading of "The Nativity," interspersed with the saying of the Rosary, and Christmas music.

More than one million items of toys and clothing were collected by MBS and its stations for hospitalized patients and underprivileged or war-suffering children at home and abroad, the network announced last week.

Over 200,000 toys were contributed to children in this country by listeners to *Ladies Fair* (Mon.-Fri., 2-2:30 p.m.). These will be distributed by the Salvation Army on Christmas Eve. Two other daily programs, *I Love a Mystery* (7:45-8 p.m.) and *The Bob Poole Show*, (3-4 p.m.), were responsible for contributions from listeners of more than 675,000 toys and articles of clothing, collected for the Foster Parents Plan for War Children Inc. Remainder of the donations were from other programs and general announcements.

'A Christmas Carol'

On Thursday, Dec. 22, CBS will feature a cast of celebrated British players when *Skippy Hollywood Theatre* dramatizes Charles Dickens' Yuletide classic, "A Christmas Carol." This is the first of six dramas produced and recorded in London by the series' producer, Les Mitchel.

An all-time favorite for children, "The Night Before Christmas," will be told by Bill Bailey, m.c. for the Phillips 66 WLS Chicago *National Barn Dance*, as a special feature of ABC's Christmas Eve show.

Three weeks ago, NBC found itself in the position of denying its "report" that Santa Claus had been shot. Children besieged the network's telephone lines begging denials after Newscaster Paul Long had said on Morgan Beatty's *News of the World* program "John L. Lewis just shot Santa Claus." The next night, Mr. Beatty, broadcasting from Houston, Tex., presented "Santa" in the news show as irrefutable proof that the bewhiskered old gentleman was still very much alive and would make his appointed rounds this year on schedule.

In Duluth, Minn., the KDAL "Santa Special" took off from the North Pole and landed on schedule at the Duluth Municipal Airport. Out of the plane stepped old St. Nick right into the middle of the thousands of youngsters who came to greet him. The KDAL promotion was worked out in cooperation with the Duluth Retail Merchants Assn. who sponsor Santa's "Little Red House" in downtown Duluth.

Seven Programs Set

WASH (FM) Washington and other Continental FM Network stations are putting the finishing touches on seven Christmas Day programs. They include *Christmas in Homoja Village*, to be broadcast by Tom Carr at WANN Annapolis, interviewing residents of Homoja Village, the Quonset Hut city in the heart of Annapolis; and approximately 3,000 midshipmen to be heard in Christmas carols from the U. S. Naval Academy Chapel in Annapolis.

In Buffalo, the *Buffalo Evening News's* WBEN-TV utilized a float in a holiday parade to promote television locally. Attracting a great deal of attention, the exhibit featured a couple depicting early American settlers. WBEN-TV Cameraman John Novelli (with camera) and Old St. Nick himself seated in his sleigh.

Currently being programmed in Columbus, Ohio, is the *Santa Claus Show*, the first locally sponsored simulcast in the Central Ohio market, by WBNS, WELD (FM) and sister television affiliate, WBNS-TV. Program takes the youngsters of Central Ohio on a daily trip to Santa's headquarters in the North Pole, via a mythical plane ride, arranged on film. The live part of the show then takes place in Santa's workshop, as the children see and hear of the Christmas Day preparations being made by Santa. Series is sponsored on all three outlets by the F. & R. Lazarus Co., and is a 15-minute Monday-Friday feature.

WBZ-TV Boston camera crews have moved their equipment into The Hub's busy South Station for Christmas week, with Chick Morris interviewing shoppers and commuters. During the telecasts, Announcer Art Amadon will join groups of carolers in serenading the depot throngs during the busy period each afternoon.

In preparation for a special series to be aired on the *This Is New York* show on WCBS New York, Staff Writer George Roosen posed as Santa Claus for a week at R. H.

(Continued on page 44)

THE sign says "fresh paint," but WRC Washington's Doll House—Christmas collection booth for food and toys for the needy—opened right on schedule for the 14th straight year. This get-together at the Booth's opening includes (l to r): Bill McAndrew, WRC general manager; Frank M. Russell, vice president, NBC; Bill Herson, WRC personality and Doll House keeper; Andrew Parker, president of Woodward & Lothrop department store, and Tom Amatucci Sr., who donated over $9,000 to build two booths, the WRC Doll House and the WMAL Country Store. President of Tom's Auto Service, Chrysler-Plymouth dealer, Mr. Amatucci has a heavy budget of spot advertising on Washington TV and radio stations. Both houses have complete broadcasting facilities and special programs are aired from the two points.

Success story:

Talk about results, just read this! A Richmond department store recently concentrated *all* its promotion for "Dollar Days" on WLEE. No other advertising medium was used for this event.

Business was 64% greater than the preceding week and 25% better than a similar promotion of the previous month!

Richmond merchants get results like this all the time from WLEE. More and more national advertisers are following their lead. Put WLEE on *your* list. Call in your Forjoe man and get the whole WLEE story.

WLEE

Mutual in Richmond

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

COMMUNICATIONS

Solon Seeks Common Policy

HOPE for a coordinated policy looking toward a "sound and intelligent future in American communications" has been expressed by Sen. Ernest W. McFarland (D-Ariz.), chairman of a Senate Interstate Commerce communications subcommittee.

In a letter fortnight ago to K. E. Stockton, president of American Cable & Radio Corp., Sen McFarland said that several "prominent" members of Congress, while personally opposed to government ownership of business, felt Government should enter the international communications field and build up a strong system of its own.

The McFarland subcommittee, beginning in January, will launch an extensive inquiry into operation of government systems competing with private firms, and into the extent of the use of frequency space by government agencies [BROADCASTING, Oct. 17, 24]. International carriers are expected to submit to the subcommittee a "practicable" merger plan in the international field early next month.

AD COUNCIL

'Stop Accident' Guide Issued

THE ADVERTISING COUNCIL has issued a 1950 campaign guide for cooperating advertisers and media to launch next year's "Stop Accidents" drive. Young & Rubicam Inc., Chicago, prepared the 10-page booklet, which contains examples of accident prevention messages in various media. Materials for all media are available to advertisers who wish to tie in with or sponsor such ads.

Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana, who has been volunteer coordinator of the "Stop Accidents" program since 1947, will continue to serve in the 1950 campaign. Helen J. Crabtree is the Advertising Council's campaign executive on the project.

MONOPOLY GROUP

McGrath Is Vice Chairman

J. HOWARD McGRATH, U.S. Attorney General, has been named vice chairman of the new government inter-agency committee formed to enlist the voluntary cooperation of private industry in curtailing monopoly practices [BROADCASTING, Dec. 12].

First meeting of the group, held Dec. 9 at the request of Commerce Secretary Charles Sawyer, was attended by Lowell B. Mason, acting chairman of Federal Trade Commission, and other government officials. Organization of the committee is a first step in the administration's all-out campaign against certain business monopolies. Plan was advanced by President Truman.

PHILCO CORP.

Three Executives Named In TV-Radio Div.

SIMULTANEOUS appointment of three executives in the Television and Radio Division of Philco Corp. has been announced by William Balderston, Philco president. Larry T. Hardy becomes president of the division, Joseph H. Gillies vice chairman of the division's executive committee, and Frederick D. Ogilby vice president in charge of sales.

Mr. Hardy

Mr. Hardy joined Philco in 1932 and served as Chicago and Northwest Division representative until 1937 when he was made vice president and general manager of Simplex Radio Co., a Philco subsidiary. In 1939, he was named manager of small sets and then manager of the Home Radio Set Division. He was elected vice president in charge of the Television and Radio Division in 1944.

Mr. Gillies has been with Philco since 1929. He was a member of the factory organization for several years and in 1939 became works manager. Three years later he was named vice president in charge of radio production and then vice president in charge of the Television and Radio Division.

Mr. Ogilby, who has been manager of television sales, joined Philco in 1931 as a sales representative in the New York division of

Mr. Ogilby

Mr. Gillies

* * *

Philco Distributors Inc. He became sales manager in Brooklyn four years later and in 1936 was named New Jersey sales manager for the branch. He later served as sales head of Philco Distributors Inc. in New York, and general manager of the same organization in Philadelphia and New York. In 1947 he became Radio Division sales manager and then manager of television sales.

Carl Titus Majer

CARL TITUS MAJER, 52, a member of the staff of WIBG Philadelphia, died on Dec. 9. Mr. Majer was a brother of Mrs. Margaret M. Kelly, wife of John B. Kelly, who has an interest in the station.

1909 Eldon A. Park 1949

ELDON A. PARK, 40, vice president of Crosley Broadcasting Corp. and general manager of WINS New York, died last Monday of heart disease and complications, after a long illness. Death occurred at his Roslyn, L. I., home.

Mr. Park was born May 20, 1909, in Bluffton, Ind., and educated in Montpelier, Ind., public and high schools. He attended DePauw U. for one year, and was graduated in 1933 from the U. of Cincinnati.

He joined the Crosley organization in 1933 as assistant traffic manager of WLW Cincinnati, and worked his way up through successive executive posts.

Adding up part-time work for WLW while still attending school, Mr. Park spent half his life time in radio. Late in 1937, he was sent to NBC in New York for training and upon his return to Cincinnati assumed the position of NBC district supervisor for WLW originated shows fed to the network.

Following a prolonged vacation in 1940 because of poor health, Mr. Park was appointed assistant sales manager of WLW. The next year he entered the Army as a captain, later receiving a medical discharge. After another stay in New York as account executive for the Crosley

Mr. PARK

* * *

station, he became assistant general manager of WLW in 1944 and was placed in charge of programming a year later. In 1946 he became a vice president of Crosley and in 1947 was named general manager of WINS.

Mr. Park was active in the past year in an attempt to form a station managers' association in the New York area.

He is survived by his wife, Eleanor, and two sons, Richard, nine, and Roger, two.

Promotes Spots

WHEN a sponsor advertises his own show, that's not unusual—but when he advertises his spot announcements that's something else. Which is just what Collins' Department Store is doing in Pikeville, Ky., according to Mike Layman, station manager of WLSI Pikeville. Store is running newspaper ads telling readers to "listen to our important daily announcements" on WLSI. Spots are aired thrice daily—8:15 and 11:30 a.m., 4:30 p.m.— and once on Saturday, 1:30 p.m.

PHILCO EARNINGS

Point Toward Good Year

WILLIAM BALDERSTON, Philco Corp. president, told stockholders on Dec. 12 that Philco's earnings in the current quarter should exceed the total earnings for the first nine months of this year. The firm reported earnings for the first nine months of $2,506,000, or $1.32 a common share, against $6,632,000 or $3.95 a share in the 1948 period.

Stating that all Philco TV plants at present are operating at record levels, Mr. Balderston noted that "even after increasing our manufacturing schedules several times, it has been necessary to allocate the available television production all fall." Reporting that the demand for radio and radio-phonograph models also exceeds production, he said Philco is ending the year in a strong financial position with no outstanding bank loans of any kind.

JUSTIN MILLER

Heads March of Dimes Group

JUSTIN MILLER, NAB president, last week was named chairman of the 1950 March of Dimes National Radio-Television Division Committee, it was announced by Basil O'Connor, president of the National Foundation for Infantile Paralysis.

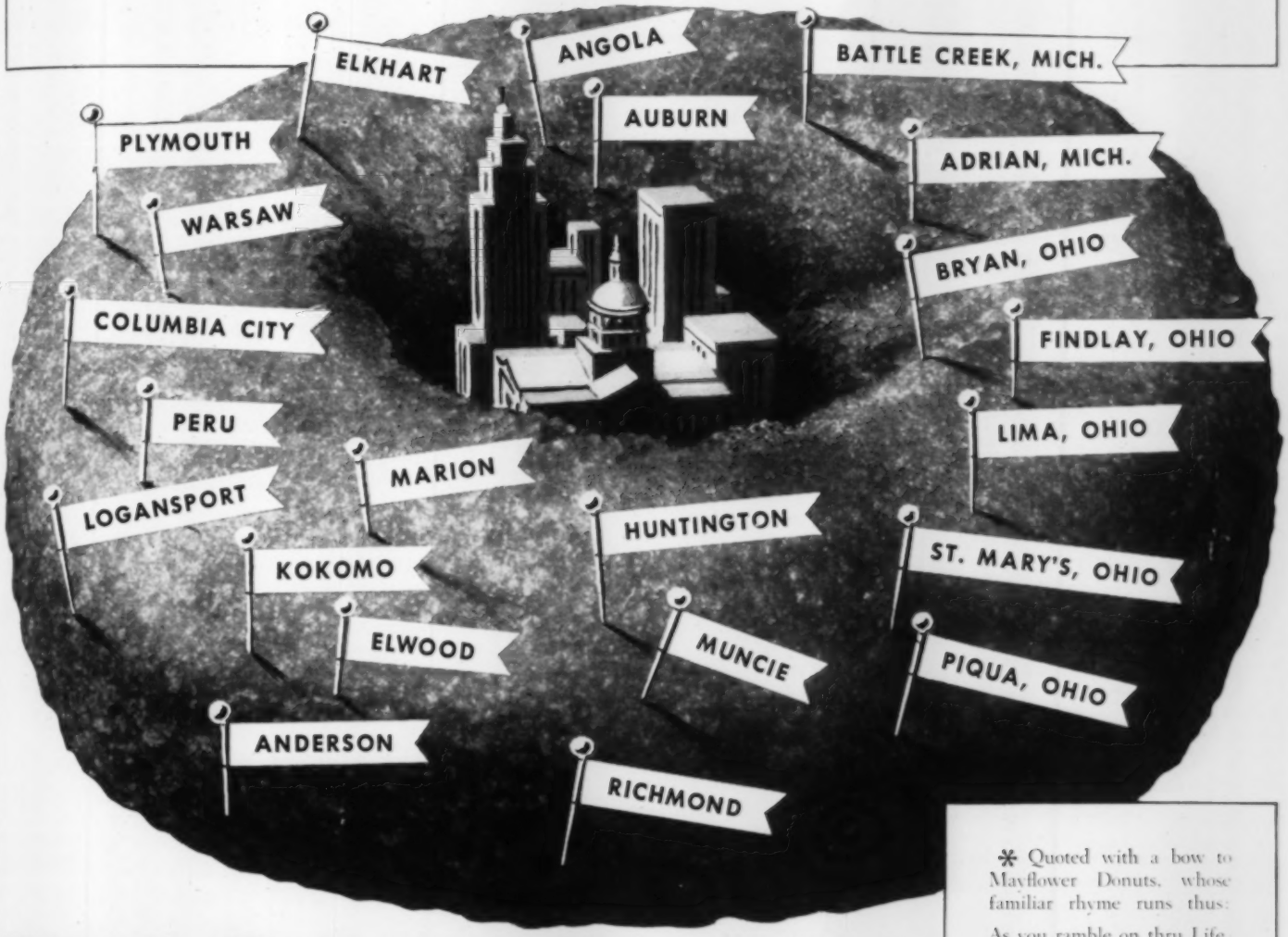
Named as Mr. Miller's co-chairmen were: Charles C. Barry, ABC vice president; William H. Fineshriber Jr., MBS vice president; Joseph H. McConnell, NBC president; Hubbell Robinson Jr., CBS vice president.

Columbus Exhibition

ENTRIES for the 14th American Exhibition of Educational Radio Programs to be held in Columbus, Ohio, must be in by Jan. 16, I. Keith Tyler, director, Institute for Education by Radio, Ohio State U., announced last week. The exhibition will be held simultaneously with the 20th Institute, May 4-7, he said.

BIG DOUGHnut

"Keep your Eye upon the Doughnut.."* is more than a well-known, popular slogan. It's good time-buying counsel in selling the rich Midwest market.. especially in Indiana, Ohio, and Michigan. Forming a ring around Fort Wayne are 59 BMB counties with an effective income of $1½ billion.. *all* reached economically by WOWO! For availabilities, and for information on WOWO's sensational leadership in the Hooper polls, check WOWO or Free & Peters.



WOWO

FORT WAYNE

ABC NETWORK AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

* Quoted with a bow to Mayflower Donuts, whose familiar rhyme runs thus:

As you ramble on thru Life, Brother,
Whatever be your Goal,
Keep your Eye upon the Doughnut
And not upon the Hole!

BILL MOHER
Announcer

BILL BURN
Sales Service—Announcer

SHIRLEY RYAN
Staff Vocalist

AUDREY REMME
Staff Vocalist

HILDEGARDE USSELMAN
Staff Organist

TEX RANDALL
Staff Vocalist

O. E. McCRACKEN
Religious Service

ERNIE BREVIK
Public Service—Announcer

JEANNE ALM
Staff Vocalist

EVELYN LAWRENCE
Vocalist

AL EDWARDS
Staff Vocalist

THELMA BERGSTROM
Staff Vocalist

MARGE RANDALL
Staff Vocalist

ROY McCANNELL
Stage Manager

BILL WEAVER
Sports Director—Announcer

MAURIE WALLER
Production Manager

GEORGIE ARDEN
Women's Director

MARY LOU DUNKIRK
Vocalist

HANK HOLLAND
Staff Vocalist

PHIL RITO
Staff Musician

"LITTLE JOE" STAMNESS
Staff Musician

BOB BRADLEY
Announcer

RAMONA HOYEM
Program Secretary

FRANK SCOTT
Music Supervisor

PAT KELLY
Staff Musician—Librarian

KEN KENNEDY
Program Director

NORM SCHRADER
News Writer

DON AUMAN
Musical Director

LINDA LU
Staff Vocalist

ROY PEDERSEN
Sales Promotion Manager

ROGER PAGE
Sales Service

"CLEM" CORNFORTH
Staff Musician

THE TEXAS RANGER
Staff Vocalist

CAROLYN ALLEN
Clerical

JULIUS HETLAND
Technical Director

ROBERT HANSON
Staff Musician

HARRY JENNINGS
Staff Musician

US HAYSEEDS WON FOR FIVE STRAIGHT

MEET the staff of WDAY—the 67 wonderful guys and gals who made WDAY the *nation's number-one Hooper station* (morning, afternoon and night) for five consecutive months—and who *never* miss that enviable spot by very far!

In addition to these amazing city Hoopers, our gang has racked up many all-time rural mail-order records for WDAY!

Yes, the boys and girls on our unusually large and loyal staff have a flair for programming that would make lots of big-city stations envious. Actually, we've had 488 years of experience *with* WDAY, plus centuries of radio experience with other stations.

EARL C. REINEKE
President

JACK DUNN
Station Manager

VIRGINIA DENIS
Receptionist

TOM SEE
Mail Supervisor

GRACE BACCUS
Clerical

ALAYNE SHORTRIDGE
"Mike Notes" Secretary

CAROL HAGEN
Accountant

MARCELLA SOEBY
Sales Secretary

TOM BARNES
Sales Manager

MARLENE SEVERTSON
Clerical

SOPHIE HANCOCK
Office Manager

HAROLD BANGERT
Public Relations Counsel

DORIS JENSEN
Receptionist

MAX GUTTMAN
News Writer

JACK LESTER
Sales Service

GLEN FLINT
News Editor

DONOVAN WARDWELL
Co-op Director

JULINE SAVOLD
Chief Engineer

HATTIE FARRELL
Studio Custodian

FRANK COOK
Engineer

THE NATION'S TOP HOOPERS MONTHS ON WDAY, FARGO

Now in its 28th year, WDAY has an *urban* and *rural* superiority that few stations in America can match. It's a regional phenomnon . . . a radio wonder . . . a terrific medium!

Write to us or Free & Peters for all the dope. *It's really fabulous!*

WDAY
FARGO, N. D.
5000 WATTS
NBC . 970 KILOCYCLES
FREE & PETERS, INC.
Exclusive National Representatives

HERE ARE THE SHARE-OF-AUDIENCE FIGGERS!
(Fargo-Moorhead City Hoopers, Dec. '48-Apr. '49)

	WDAY	"B"	"C"	"D"
WEEKDAY MORNINGS	66.2	16.8	7.7	4.2
WEEKDAY AFTERNOONS	66.1	11.4	11.9	3.7
EVENINGS (SUN. THRU SAT.)	67.5	14.1	9.2	7.2

"SHORTY" ESTENSON
Staff Musician

ROBERT ANDERSON
Staff Musician

GUS TRAUTMAN
Engineer

EARL PAULSON
Engineer

RUSS HUGHES
Engineer

ORV NELLERMOE
Staff Musician

JOHN LEON
Engineer

GEORGE KOVELL
Engineer

ROBERT WACHAL
Engineer

HENRY SHIELS
Engineer

Editorial

The Gate or Gate Receipts?

WE'RE NO rhetoricians, but we challenge the dictionary definition of sports. "Sport," says the language book, is "that which diverts, and makes mirth; pastime; diversion."

Obviously sports today are industry—big business. Professional or amateur, college or high school, it is now a matter of gate receipts. Thus, we now have football industry, baseball industry, prize-fight industry, basketball industry, and even roller derby industry.

If the mass radio media were not the causative agent in this change of concept, they at least helped to inspire the lust for gold.

Today the headlines are all the same. The Eastern College Athletic Assn. regards television as a potential threat to the financial structure of intercollegiate athletics. Professional football does or doesn't want broadcasts or telecasts. The prize-fight industry wants extra purses for radio and TV rights. And even the high schools want (1) pay for coverage of their events; or (2) no broadcasts or telecasts at all.

Confused thinking and cockeyed economic philosophies are rampant. Radio and TV are as culpable as the sports tycoons and athletic directors. They bid for exclusive rights, which reach ridiculous levels. Newspapers cover everything gratis. But they do it on a non-exclusive basis.

Radio and latterly TV have given new life to many decadent sports. They have created fans. They have made possible the building of huge stadia and auditoria.

Some day, we imagine, both sides will become realistic. There was the case of the recent LaMotta-Cerdan middleweight championship fight, which was a gate flop drawing less than half the expected receipts. It was the first title contest of importance at which radio and TV were frozen out.

If baseball and football ban radio or TV, the effect won't be as immediate as it has been in the boxing industry. Fans would still go to see performers familiar to them—familiar largely because of radio and TV promotion. Gradually, however, interest would wane. The empty seat acreage would increase in direct ratio. We think the professionals will be smart enough to realize this.

In the *amateur* sphere (and we use the term generically) our schools now brazenly proclaim they're in it for the money.

Have the schools—colleges and junior alike—forgotten that in the final analysis it's the taxpayer who builds and supports our institutions of learning? Even the endowed universities get privileges from the public, such as by way of tax exempt status.

It's time it was realized that the public *wants* broadcasts and telecasts. And we would like to see a survey that disproves it.

Bentons and Bows

WHEN CONGRESS convenes next January, the junior Senator from Connecticut will be William B. Benton, former Assistant Secretary of State in charge of the Voice of America and related information and education pursuits, principal owner of Muzak, and a founding partner of Benton & Bowles (with which he no longer is connected).

And when Congress convenes in January 1951, it's entirely possible that the House will be graced by the presence of Frank T. Bow, attorney of Canton, and the last general counsel of the House Select Committee to Investigate the FCC. Mr. Bow has announced his candidacy for the Republican nomination from the 16th Congressional District of Ohio.

Senator-designate Benton, whose appointment to fill the unexpired term of Sen. Raymond E. Baldwin was announced last week by his old agency partner, Gov. Chester Bowles, should be a colorful figure on Capitol Hill. As Assistant Secretary of State his tribulations were plenty with the Voice. But his background in business, and his knowledge of radio and the advertising media should add a new and almost unprecedented touch to the oratory in the greatest deliberative body on earth.

Mr. Bow's ascendancy to the House is not certain, but if broadcasters had their say, they would elect him by acclamation, irrespective of party affiliation. A year ago, when the Select Committee had completed its task of FCC investigation, Mr. Bow commented:

> **I think Congress should spell out what controls, if any, the Commission should have over program content. There should be immediate legislation to prevent the further encroachment of Government into competition with private broadcasters and other communications industries.**

A Congress with Bentons and Bows should be exhilarating.

FM's Love Life

THE FCC, which has loved FM wildly if not well, is now in danger of cherishing it to death. For the proposal to increase FM's minimum operating hours [BROADCASTING, Nov. 21], far from spurring development of the new medium, could easily bring its downfall.

It is not the first time FCC's passions have got out of hand. To begin with, it should be no concern of the Commission if a station operates six hours or 16. The individual broadcaster is in a position to judge whether there are sets enough to justify longer or shorter broadcast days. The Commission, in all its presumed wisdom, can make no such seat-of-the-pants determination.

The "scarcity" of FM frequencies is a thing of the past, like hopes of an "early" lifting of the television freeze or a "timely" clear-channel decision. If the Commission thinks a station isn't operating long enough, let it entertain applications for the station's facilities and choose the one which makes the best showing. It's standard procedure in AM.

Assuming *arguendo*, as its lawyers would say, that FCC has a right to require longer hours, its present proposal is patently discriminatory. FM stations in joint AM-FM operations would be required to operate the same hours as their AM sisters between 6 a.m. and midnight, while FM-only stations would have two years to reach 12 hours a day.

In FM's present unprofitable state such a requirement not only would doom many an FM station but would raise a serious threat to their AM partners. The danger to FM-only stations, with no AM revenues to fall back on, would be as great or worse. For FM, by and large, is running at a loss even on its present schedule.

The wonder is that FCC hasn't read the handwriting of some 175 licensees and permittes who have turned in their FM authorizations already this year without the impetus of the current proposal.

We concede that FCC's plan is based on a proposal advanced by the FM Assn. and that FMA felt it was acting in the best interests of FM. Now FMA is merging into NAB. The first big job NAB could do for FM is come out strongly against the disastrous plan. Otherwise the medium which a succession of FCC chairmen sought to force down the throats of broadcasters, and which the Commission has long hailed as "the best system of aural broadcasting extant," is apt to become the best one extinct.

Our Respects To—

ARTHUR CHARLES NIELSEN

EVER SINCE his undergraduate days at the U. of Wisconsin, where he maintained the highest scholastic average ever recorded in the College of Engineering, Arthur Charles Nielsen has been conspicuous by his thoroughness.

So it is only natural that *thoroughness* occupies a place in "The Nielsen Code," to which more than 1,800 employes of the A. C. Nielsen Co. re-dedicate themselves periodically.

"Accept business only at a price permitting thoroughness," says the code. "Then do a thorough job, regardless of cost to us."

Other Nielsen principles, outlined to his associates in the early days of the 26-year-old marketing research organization, embody impartiality, accuracy, integrity, economy ("consistent with thoroughness"), service, the importance of "never changing your price," and "earliest delivery—whatever the inconvenience to us."

Chicago born, Arthur Nielsen is the son of an 80-year-old retired accountant with the Quaker Oats Co. He was born in Chicago Sept. 5, 1897, spent his early years on the city's south side, but moved to suburban Berwyn by the time he reached his teens. At Morton High School, not far from the famous Western Electric plant, he became interested in electrical engineering, and it was in this course that he distinguished himself at the U. of Wisconsin. He also was captain of the Badger tennis team.

Mr. Nielsen was graduated from the U. of Wisconsin in 1918 with a Bachelor of Science degree in electrical engineering. Before graduating, however, he served several months during World War I as a Navy ensign on transport duty in the North Atlantic.

Mr. Nielsen's first job was as electrical engineer with the Isko Manufacturing Co., Chicago, manufacturer of refrigerating machines. A year later he became a field research worker for the H. P. Gould Co., same city, publisher of business papers. His performance surveys on machinery gave him the idea for his own concern, which he founded in Chicago Aug. 24, 1923, in office space about 20 feet square. Nielsen operations today require nearly three acres of floor space.

A. C. Nielsen Co. was organized to furnish manufacturers with survey reports on the performance of their materials and equipment compared with those of competing companies. Reports were submitted to clients and used for advertising, sales promotion, and personal-sales purposes. This reliance on impartially reported facts to sell Nielsen client companies' products was a revolutionary development in

(Continued on page 40)

"T-DAY" turned
SAN ANTONIO
upside down!
December 11th.
That's when television arrived in this great South Texas center . . . and what a rousing reception!
Within the city limits on all four sides and far beyond, wide-eyed viewers were "screened-in" . . . applauding a bright array of television's best!
Private homes and public places all held "Open House" as friends and neighbors, in eye-to-eye agreement, cheered a hearty welcome from curtain time to closing!
Yessir, television really rocked this man's town... then in a final great upheaval turned it
UPSIDE DOWN !
WOAI-TV
CHANNEL 4
Operated by Southland Industries, Inc., in conjunction with 27-year-old WOAI.

Represented Nationally by EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Dallas.

Management

FRED STOYE, stockholder in KLAS Las Vegas, Nev., named general manager. He was associated with KCBQ San Diego before coming to KLAS as sales manager.

J. L. VAN VOLKENBURG, CBS vice president and director of television, is in Hollywood for 10 days' conferences.

JOHN ELWOOD, general manager of KNBC San Francisco, last week attended National Citizens' Committee for Hoover Report conference in Washington, D. C. He is chairman of Northern California branch of the Committee.

SYLVESTER L. (Pat) WEAVER JR., NBC vice president in charge of television, named chairman of advisory committee of American Heart Assn.'s 1950 heart campaign.

Respects

(Continued from page 38)

1923, and the company is still known in some quarters as the original sponsor of the idea of selling industrial goods on the basis of certified performance in the field.

For eight years the Nielsen firm forged steadily ahead with "performance surveys." By 1931, personnel numbered 45, but with the coming of the depression the working force was reduced to 12 in 1933. This year was a turning point, however, as the "Index" type of marketing research was evolved.

The "Index," applied first to the drug industry, was based on these principles: Payments to retailers for their cooperation; repeated use of a constant "sample" of retailers, proportioned to give a true cross section of the entire industry; getting sales records from invoices accumulated for Nielsen by retailers; measurement of consumer sales, by considering inventory changes as well as retailer purchases; continuous bimonthly surveys, instead of static surveys; simultaneous coverage of many subjects; recording the retailer's actions rather than his conversation; and simultaneous serving of competitors.

Nielsen's "Drug Index" proved an immediate and substantial success, so the same principles were applied successfully in 1934 to the food industry. Four years later the same type of service which was being offered to the drug and food industries was sold to several major distillers, and for the first time a national and continuous market survey was presented to the producers.

In the fall of 1942, the Nielsen Radio Index joined the ranks of company services, but only after six years of pre-testing, including a four-year pilot operation. Third to enter the field, NRI, as the service is called by broadcasters, "represents the most comprehensive effort ever made to create an ideal marketing research tool for the radio industry," Mr. Nielsen claims.

The company now has offices in New York, Toronto, Oxford (England), Sydney (Australia) and maintains spacious headquarters in Chicago.

Championship Record

At 52, Arthur Nielsen can work with indefatigable energy because he keeps in superb condition. He maintains an enviable record as an athlete on the tennis and squash racquets courts, having been ranked No. 2 among U. S. Veteran tennis players. In 1946, he established a new record by winning three national tennis titles in a single year: Father-Son Grass Court, Father-Son and Father-Daughter Clay Court championships.

In 1936 he was awarded the Annual Advertising Awards Committee silver medal for his "distinguished contributions to advertising research." Four years later, he won the Chicago Federated Advertising Club award.

Mr. Nielsen recently addressed delegates to the 12th Congress of the International Chamber of Commerce as chairman of the United States Council's distribution committee. He surprised the delegates by placing in their hands a 180-page International Trade Manual, conceived by him and prepared under his direction. The basic premise of this project, he explained, is that free interchange of marketing information is an essential first step toward healthy international trade. He offered the manual as a tangible example of the possibilities in a complete series of similarly-developed booklets.

Clubs and Other Activities

Mr. Nielsen is a director of the Chicago Assn. of Commerce and Industry, and of the De Mille Foundation for Political Freedom. He is a member of the Executive Program Advisory Committee of the U. of Chicago, the board of trustees of the Wisconsin Alumni Research Foundation, a member of Northwestern U. Associates, and, in addition to the aforementioned post on the United States Chamber of Commerce, is on the Distribution Commission of the International chamber. He also belongs to the University Club, New York; West Side Tennis Club, Forest Hills; Germantown Cricket Club, Philadelphia, and is a member of Sigma Chi, social fraternity, and Tau Beta Pi and Eta Kappa Nu, engineering honor societies.

On June 15, 1918, Mr. Nielsen married Gertrude Beatrice Smith of Chicago, a high school and college chum. The Nielsens live in Winnetka, Ill., on Chicago's North Shore. They have five children—Arthur Jr., 30, who assists his father; Mrs. Margaret Nielsen Hamilton, 27; Philip R., 20, a student at Leland Stanford U.; Barbara, 18, a student at Smith College, and Virginia, 13, at home.

Son Arthur and Daughter Margaret have paired off with their dad on the tennis courts, where the younger man is fast over-taking the "old master."

PUBLIC INTEREST awards of National Safety Council went to 17 stations or networks at sixth annual meeting of the National Assn. of Radio Farm Directors in Chicago [BROADCASTING, Nov. 28]. **Among those receiving citations for their interest in farm safety are (l to r): Back row—D. A. (Andy) Adams, Texas Quality Network; Robert B. White, ABC; Dix Harper, WIOU Kokomo, Ind.; Frank Atwood, WTIC Hartford, Conn.; Robert Child, Rural Radio Network; H. G. Schmidt, St. Joseph, Mo.; front row— Herb Plambeck, WHO Des Moines; E. C. Stangland, KSOO Sioux Falls, S. D.; Luella Engel, WRFD Worthington, Ohio; Paul Jones, NSC's public information director, who presented awards; G. W. (Bill) Givens, WGY Schenectady, and Homer H. Martz, KDKA Pittsburgh. Stations not represented are CHUM Toronto; KASI Ames, Iowa; KPOJ Gresham, Ore.; KUSD Vermillion, S. D.; KWG Stockton, Calif., and WFIL Philadelphia.**

Luckman Chosen

APPOINTMENT of Charles Luckman, president of Lever Bros., as national chairman of the Democratic Party's 1950 Jefferson-Jackson dinner was announced last Monday by William Boyle Jr., chairman of the Democratic National Committee. Dinner will be held in Washington's District of Columbia National Guard Armory Feb. 16. Mr. Luckman was chosen largely on the strength of his service as chairman of the Citizens' Food Committee in 1947-48, it was indicated.

WFIL AM-FM-TV Philadelphia commended by City Council for services in Silly Willie safety campaign during September and October.

AGENCY COMMISSION

Denver Admen Okay 15%

THE 15% agency commission granted by media is enough for a magazine, newspaper or station to pay, according to a majority of Denver advertising executives who responded to a survey conducted by the McCord Research Bureau, Denver opinion and marketing research firm. A minority of those quizzed felt the 15% inadequate.

Of those answering the question on agency commissions, 58% said 15% was about right, 38% not enough, none felt it was too much, and 4% had no opinion or were heavily qualified. Some who said the commission was adequate stressed, however, that in the case of ads placed in non-commission-paying media, the account should be generally charged a service or retainer fee. According to Bureau Director Hallack McCord, some respondents pointed out that today's increased media rates are a boon to the agency, helping to offset increased overhead costs.

Commercial

FRANK S. LANE named sales manager of KRMG, new 50 kw ABC affiliate in Tulsa, Okla. He started in radio in 1925 at KVOO, then Bristow, now Tulsa. Later he was manager of WDOD and WDEF, both in Chattanooga. He built and managed WSPB Sarasota, Fla. For past two years he has been associated with KTOK Oklahoma City.

ED J. HENNESSY, former account executive at WCON Atlanta, Ga., appointed commercial manager of WGBA Columbus, Ga.

Mr. Hennessy

ED STAWNIAK, formerly with KFH - AM - FM Wichita, Kans., returns to station after serving as program manager of KSOK Arkansas City, Kan. He is member of sales staff at KFH, previously having been with WSAR Fall River, Mass.

BILL McDANIEL, KECA-TV Hollywood salesman, named acting sales manager of station. **OWEN JAMES** transferred from staff announcer to television salesman at KECA-TV.

JOE KILLEEN joins sales staff of WTMJ Milwaukee after working at WSAU Wausau, Wis. Both are owned by *Milwaukee Journal*. He was at WSAU 13 years, serving as sales manager for past five.

HAROLD PENNYPACKER, formerly TV director at WPTZ (TV) Philadelphia, appointed account executive.

EUGENE L. FLANAGAN, freelance radio script writer and formerly program director at WPDQ Jacksonville, Fla., joins sales department of WHLI-AM-FM Hempstead, L. I., as account executive. He was at one time sports director of WPTF Raleigh, N. C.

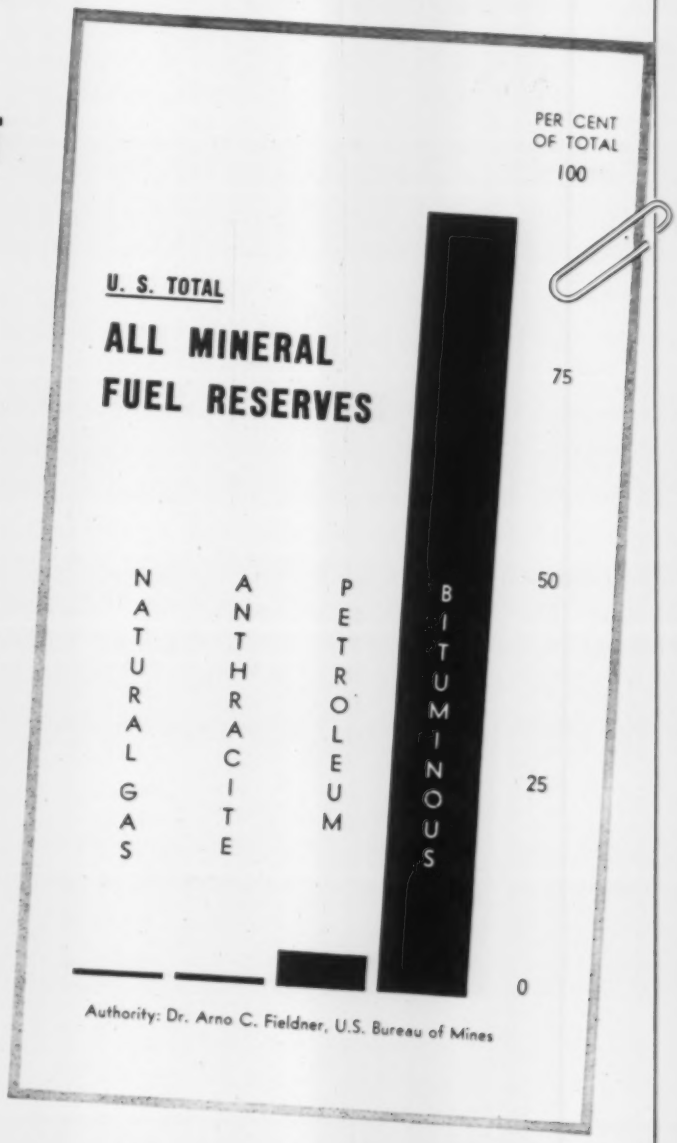
Memo to Editors

YOU CAN'T OVERLOOK A FACT THIS BIG

This chart demonstrates the nation's dependence on coal. It drives home the point that coal men strive to make clear when they decry the spendthrift exploitation of our relatively short-lived fuels resources—for example, the use of natural gas for such a high consuming purpose as firing steam boilers. A *prudent* national fuels policy would conserve natural gas for those purposes which serve the home—such as cooking and heating—and for industrial and chemical processing needing strict temperature controls. *Next to petroleum, natural gas is the cheapest source for synthetic gasoline!*

Water-power potential, too, is limited. If all the economically feasible hydro sites in this country were to be developed, the resultant energy could supply only *one-fifth* of the nation's total energy output. But to be economically feasible, water power must be near electricity's markets. Otherwise, excessive distribution costs—which already amount to 80% to 83% of every dollar spent by consumers for electricity—make even such "ideal" development uneconomical.

So no one can afford to ignore coal's importance—and abundance—either economically or historically in the day-to-day economy of the nation.



BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA

MULTIPLEXING

Hogan Urges FCC Action

FACSIMILE will enjoy a commercial shot in the arm when the FCC adopts standards for multiplexing, John V. L. Hogan, president of Hogan Laboratories Inc., last Monday told an FCC hearing presided over by Comr. Robert F. Jones.

Mr. Hogan

Mr. Hogan said one New York organization will embark on commercial facsimile as soon as multiplexing's house is set in order. Lack of FCC standards had held back facsimile development, he indicated, because broadcasters were afraid to purchase equipment which might be outmoded by standards yet to be adopted.

He was the main witness at a hearing to consider proposals for obtaining FCC rules standardizing certain aspects of multiplexing facsimile and removing entirely the time limitation of three hours daily now restricting commercial multiplexing.

The only other witness was William S. Halstead, president of Communications Research Corp., New York, who differed with Mr. Hogan on the adoption of one standard. He opposed the Hogan amplitude modulated form of multiplexing as the sole standard. Instead, he requested FCC to give consideration to the frequency-shift (or FS) type employed by him.

Mr. Halstead feared that the 25 kc subcarrier frequency standard sought by Mr. Hogan would interfere with operations of Storecasting and Transit Radio and would outmode equipment with FS multiplex transmission installed at Rural Radio Network, Ithaca, N.Y.

With only this one point developing a contest, the hearing was over in a few hours. Comr. Jones, however, announced that the record would remain open for an additional ten days to permit filing of exhibits and further material.

The hearing was held at Hogan Laboratories, 155 Perry St., New York, where Hogan equipment was set up for a demonstration. Part of the demonstration consisted of multiplexing via equipment installed at Maj. E. H. Armstrong's laboratory at Columbia U. and put on the air at his station, KE2XCC Alpine, N. Y. It was offered in evidence by Mr. Hogan that no degradation of the sound program was experienced during the multiplexing.

In the course of the hearing, Mr. Hogan testified that the standards sought to be adopted would not restrict facsimile solely to the equipment his firm manufactured or had pending patent.

On the other hand, he emphasized, any patents issued to Hogan Laboratories would be made available to other manufacturers to encourage competition. His company would license any reputable firm for use or manufacture on a reasonable royalty basis, requiring payments to Hogan of from 5 to 2%, depending on quantity, he said.

Mr. Halstead's appearance as a witness was something of a surprise—even to himself. He said he had not expected to testify until he heard the request for the 25 kc standard for the facsimile subcarrier frequency. He emphasized he spoke for himself alone, not in his capacity as consulting engineer for any particular client.

Adverse Effect Seen

Transit Radio, for which he has been a consultant, has many thousands of receivers which would be adversely affected by the adoption of the 25 kc standard, he contended. Storecasting operations similarly would be in conflict, he said.

As for Rural Radio Network, he went on, it had found its frequency shift system well-suited to its needs if it were to undertake commercially network facsimile without lines, and had found the equipment most economic. He had served RRN as consultant.

He requested that the FCC "keep the door open" to permit FS multiplexing rather than freeze the AM standards as proposed by Hogan Labs. Those standards, he conceded, were demonstrated successfully by Hogan but as yet were not tested in relay network operations. He expressed the opinion it was in such network operations in rural areas that facsimile might serve its most useful functions.

He argued further on behalf of the FS system that it could be applied on the sound channels of existing TV stations, enabling them to simultaneously transmit video, sound and facsimile.

As a rebuttal witness, Mr. Hogan said that his company had given consideration to the very points made by Mr. Halstead but had reached opposite conclusions.

He saw no conflict with Storecasting or Transit Radio because there was great doubt that the same station would be engaged in simultaneous operations of such services and facsimile. Further, he said, Hogan Labs had plans for network operations under the standards it proposed.

He explained further that the frequency shift system advocated by Mr. Halstead was complicated by a patent dispute between RCA and Press Wireless. He closed with a plea that a single compatible subcarrier system be adopted.

Mr. Hogan was represented by Philip G. Loucks, of Loucks, Zias, Young & Jansky, Washington. FCC was represented by Harry M. Plotkin, assistant general counsel, and by Cyril M. Braum, chief engineer.

FIGURE THE ODDS... by KXOK
the odds against drawing a
STRAIGHT FLUSH
on the first deal is
64,999 to 1
NO GAMBLE when you join the parade of the nation's leading advertisers on the Hal Fredericks' "Song and Dance Parade" on KXOK, in BIG St. Louis. Master Salesman, Hal Fredericks, personalizes your product... sets the stage for more sales... 3:30 to 4:45 and 9:30 to 10:00 p.m., Monday through Friday. Phone, wire, write for availabilities... or call your John Blair man NOW!
630 KC 5,000 WATTS FULL TIME BASIC ABC
IN BIG ST. LOUIS
KXOK

RADIO RESEARCH

Sawyer Okays NBS Project

A MAJOR laboratory devoted to "radio propagation research" at a cost of $4½ million is to be erected at Boulder, Col., Commerce Secretary Charles Sawyer announced Thursday. Construction will begin in the summer of 1951.

In announcing approval of a recommendation by Dr. E. U. Condon, Director of the National Bureau of Standards, for development of a 210-acre site located near the U. of Colorado campus, Secretary Sawyer said the Bureau unit will comprise the Central Radio Propagation Laboratory. It is to contain facilities for research in the field of radio propagation (studies of the ionosphere and radio waves properties). Among the major services provided by the Bureau in this field are:

Regular predictions of the proper frequencies which should be used in order to ensure successful communication, continuous broadcasts of standard frequencies, standard time signals and time interval signals, and technical information affecting frequency utilization.

Boulder was chosen as site for the proposed laboratory, which was authorized by the last session of Congress (Public Law 336), because of the following reasons, the Secretary said: Nature of the work requires location in town or small city; equipment and service needs require ready access to a large city; technical factors necessitate moderate climate and diversity of terrain; proximity to a major university can provide source for training of junior staff members and also be a source for new personnel; the area is accessible to all parts of the country, and the laboratory is near a major center of air and rail traffic.

FOREIGN CENSUS

Hartley Aids in Campaign

PLANS for a nationwide campaign to enlist the aid of foreign language stations in the 1950 census taking were set last week by Arnold Hartley, WOV New York, chairman, NAB Foreign Language Station Subcommittee, and Frank R. Wilson, information assistant to the Census Director.

Campaign was planned in recognition of the diffidence and reluctance among foreign-language communities to provide information because of language differences. Live material, translated into the proper languages, will be provided stations, and "name personalities" of foreign language radio will cooperate in the campaign. Transcriptions in six languages are currently in preparation.

Upcoming

Jan. 9: Deadline for George Foster Peabody Awards for Radio and Television.

Jan 9-13: NRDGA's 39th annual convention. Hotel Statler, New York.

Jan. 24: Academy of Television Arts and Sciences annual awards for highest television achievements. Hollywood.

Jan. 27: Advertising Workshop. Pantlind Hotel, Grand Rapids, Mich.

Feb. 1: NARBA conference. Havana, Cuba.

Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.

Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.

Feb. 8-10: NAB board of directors, San Marcos Hotel, Chandler, Ariz.

Feb. 10-11: Oregon State Broadcasters, Eugene, Ore.

March 6-8: Second national conference, Chicago Television Council, Palmer House, Chicago.

WCCO APPOINTS

Bland, Wilkey in New Posts

APPOINTMENTS of Lee Bland as program manager and Gene Wilkey as general sales manager of WCCO Minneapolis were announced last week by Wendell B. Campbell, the station's general manager.

Mr. Bland, now CBS assistant director of special events, will take his new post Jan. 3, assuming program duties formerly performed by Mr. Wilkey who also is assistant general manager of the station, a position in which he continues.

Mr. Wilkey

Mr. Bland

Mr. Wilkey entered radio in 1939 at WDOD-Chattanooga, following his graduation from the U. of Chattanooga. He served in various program capacities at WDOD, finally as program director. He joined WCCO in 1944 as assistant program director, becoming program director in July 1945 and assistant general manager a year ago.

Mr. Bland has been CBS assistant director of special events for two years. Before that he was assistant director of the CBS documentary unit. He joined CBS in 1941 after service with WCMI Ashland, Ky., WKRC and WCKY Cincinnati and WFMJ Youngstown, Ohio.

De Bevec to Wheelock

JOHN DE BEVEC, formerly with BBDO and Tatham-Laird Inc., both New York, has joined Ward Wheelock Co., also New York, as media director.

OHIO APPEALS

Federal Court Hears Argument

APPEALS from FCC decisions denying AM locals permits to the Mansfield (Ohio) Journal Co. and Lorain (Ohio) Journal Co., both controlled by Isadore and S. A. Horvitz, were heard Thursday by the U. S. Court of Appeals for the District of Columbia.

Arguing for the two applicants, who own newspapers in the cities, were George O. Sutton and William Thompson. They contended the FCC's hearing notice had failed to include such points as alleged monopolistic practices in newspaper-radio competition. The Commission's July 14, 1948 decision [BROADCASTING, July 19, 1948] had held the applicants unqualified because of alleged efforts to suppress competition by denying use of their white space to advertisers buying time on WMAN Mansfield.

Judge Wilbur Miller asked Mr. Sutton if statements in the FCC decision on monopolistic practice aren't conclusions of fact rather than law. Mr. Sutton contended the stations were penalized by the FCC as though they had been found guilty of the alleged practices, and added that the FCC in effect was endeavoring to decide what a newspaper can and cannot print.

Judge George Thomas Washington asked if failure of the government to grant a license constitutes a penalty. Mr. Sutton felt such was the case. Mr. Thompson noted that while the Lorain and Mansfield firms were under common ownership, the papers were separately operated and the FCC's denial of two stations was based on Mansfield evidence.

Max Goldman, FCC assistant general counsel in charge of litigation, and Richard A. Solomon, chief of the FCC litigation branch, argued the FCC's notice of hearing was adequate. They said the newspaper practices were merely used as background by FCC in determining qualifications of the applicants and cited evidence in the record.

William A. Porter, counsel for Fostoria (Ohio) Broadcasting Co., appeared as intervenor, challenging the court's jurisdiction. Fostoria is an applicant for a local station on 1510 kc, same facility sought by the Mansfield Journal Co. The two are mutually exclusive, counsel agreed. The Lorain application was for a daytime local on 1140 kc. The FCC originally denied the Fostoria application but reversed itself and placed the case in the pending file.

The *Lorain Journal* is charged by the Justice Dept. with violation of the Sherman anti-trust act for alleged monopoly practices involving WEOL Elyria-Lorain [BROADCASTING, Dec. 12, Nov. 21, Sept. 26].

LUCE DENIES

ABC Purchase Plans

DENIAL that Henry R. Luce, editor-in-chief of all *Time* publications, was interested in buying ABC network was made Thursday afternoon by an official spokesman for the magazine executive. "It is a rumor that keeps recurring and which I've knocked on the head many times lately," the spokesman said.

Meanwhile, ABC stock continued to be traded heavily on the New York market during the past week, with Wednesday's transactions of 15,100 shares the greatest number sold on a single day this year. The price of the stock on that day rose ½ to 8¾ in a bull market that saw many low-priced issues move in volume.

Sarnoff

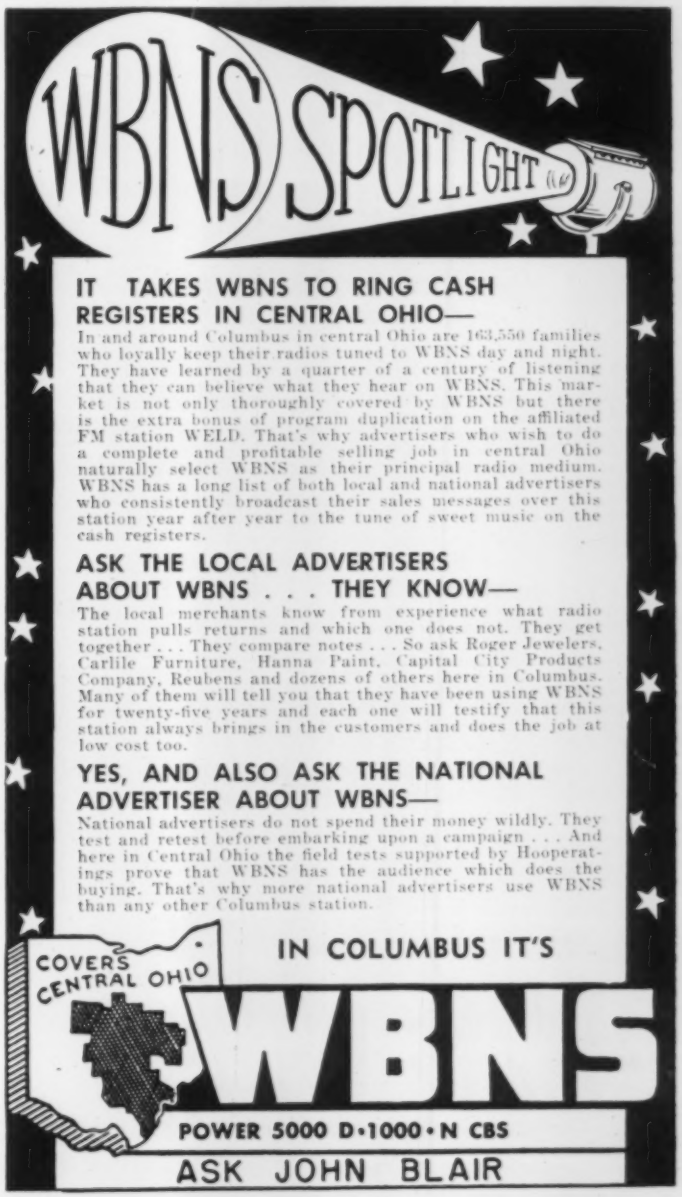
(Continued from page 26)

steady growth, he said.

In presenting the citation to Gen. Sarnoff, Mr. Cohen hailed the industry leader as a man who "has not restricted his interests to the technical field, but has also pioneered with personal views on two vital aspects of the very subject of our debate . . . freedom to listen and freedom to look."

The citation to Gen. Sarnoff was for his "notable cooperation in the development of public understanding of the work of the United Nations and for his contribution in the field of human rights through advocacy of concepts of Freedom to Listen and Freedom to Look as fundamental expressions of Freedom of Information."

WEEKLY broadcast of wrestling bouts from Boston Arena and sports news show giving reports of skiing conditions added to program schedule of WLAW Lawrence, Mass.


WBNS SPOTLIGHT
IT TAKES WBNS TO RING CASH REGISTERS IN CENTRAL OHIO—
In and around Columbus in central Ohio are 163,550 families who loyally keep their radios tuned to WBNS day and night. They have learned by a quarter of a century of listening that they can believe what they hear on WBNS. This market is not only thoroughly covered by WBNS but there is the extra bonus of program duplication on the affiliated FM station WELD. That's why advertisers who wish to do a complete and profitable selling job in central Ohio naturally select WBNS as their principal radio medium. WBNS has a long list of both local and national advertisers who consistently broadcast their sales messages over this station year after year to the tune of sweet music on the cash registers.
ASK THE LOCAL ADVERTISERS ABOUT WBNS . . . THEY KNOW—
The local merchants know from experience what radio station pulls returns and which one does not. They get together . . . They compare notes . . . So ask Roger Jewelers, Carlile Furniture, Hanna Paint, Capital City Products Company, Reubens and dozens of others here in Columbus. Many of them will tell you that they have been using WBNS for twenty-five years and each one will testify that this station always brings in the customers and does the job at low cost too.
YES, AND ALSO ASK THE NATIONAL ADVERTISER ABOUT WBNS—
National advertisers do not spend their money wildly. They test and retest before embarking upon a campaign . . . And here in Central Ohio the field tests supported by Hooperatings prove that WBNS has the audience which does the buying. That's why more national advertisers use WBNS than any other Columbus station.
COVERS CENTRAL OHIO
IN COLUMBUS IT'S
WBNS
POWER 5000 D·1000·N CBS
ASK JOHN BLAIR

Santa's Welcome

(Continued from page 32)

Macy's department store gathering material. The program begins this week.

Nov. 19 was a red-letter day for children in Cincinnati and vicinity. Some 12,000 youngsters greeted Santa when he flew into Lunken Airport. Also on hand was a WCPO-TV remote crew which telecast the entire event. The two-hour show, consisting of WCPO-TV's western and hillbilly group, *The Midday Merry Go Round*, famed Coco the Clown, and Announcer Jim Fair, provided all the entertainment until St. Nick arrived.

WEOL Elyria, Ohio, sold and now has on the air a 26-time quarter-hour broadcast by Santa Claus, with a new angle. Sponsored by Sears, Roebuck & Co.'s Elyria store, the pitch is to increase store traffic by putting a Santa Claus mailbox in the middle of the store and having Santa Claus read the letters on the air every afternoon at 5 o'clock. In its first week, the program drew approximately 1,000 letters. Beginning with the sixth broadcast, it was necessary to extend 30-minutes across the board.

At KXOK St. Louis, a surprise visit was made to the Hal Fredericks toy house by "Sky King," star of ABC's *Sky King* program. A pre-Christmas toy-collecting campaign is being conducted by Mr. Fredericks on his *Song and Dance Parade* show, Monday through Friday at 3:30 and 9:30 p.m. Receiving station for the toys is a child's playhouse erected on the lawn of St. Louis Children's Hospital. New and used toys are being accepted and all used toys are being reconditioned by members of the St. Louis Fire Dept.

Until Christmas, Disc Jockey Bob Falcon of WGAY-FM Silver Spring, Md., will conduct his *Fun With Music* show at "Holiday House," a white frame building in the Silver Spring Shopping Center. Santa Claus also is on hand helping Mr. Falcon give out 5,000 balloons and 4,000 bags of candy to shoppers. The time is being donated by the station to promote shopping in the area with gifts being supplied by the 22 merchants in the shopping center and vicinity.

Series of special programs titled *Christmas on Long Island*, are to be broadcast this week over WHLI-AM-FM Hempstead, L. I. Displaced persons who recently came to this country will describe how it feels to spend Christmas in a free land. Other programs scheduled include a visit to Santa Claus at Loeser's store in Garden City; interviews with a family filling Christmas socks on Christmas Eve; Yuletide advice to the housewife, etc.

WINX Washington's Jerry Strong, morning man and disc jockey, is asking listeners to help him play Santa Claus to Washington orphans and under-privileged children. His list includes 500 youngsters at four of Washington's neediest institutions selected for him by the United Community Service. The Jerry Strong "Christmas Corner" is located at one of the busiest corners in downtown Washington. On Christmas Eve, he and the WINX staff will deliver the gifts and stage Santa Claus parties for the children at their selected institutions.

Cited as one of the most successful Christmas public service promotions by a smaller station is that being sponsored by WILE Cambridge, Ohio. For the second year, the station is conducting its campaign for the H. D. McClelland Christmas Fund to care for needy families during the holiday season. The campaign was instituted by the station at Christmas of 1948 in honor of the president of the station, whose father, Mike McClelland, founder of a chain of Ohio grocery stores, had throughout his life helped needy families at Christmas. Listeners are asked to adopt a family. Particulars on each needy case are read over the air and a code number is assigned to each. General Manager Howard A. Donohoe maintains the project has not only done a great deal of good for Cambridge but has helped establish WILE as an integral part of the community.

Letters to Santa

Each year, WISL Shamokin, Pa., produces a program on which *Letters to Santa* are read. The program draws thousands of pieces of mail from every community, both urban and rural, in the area. Two announcers alternate in reading the letters.

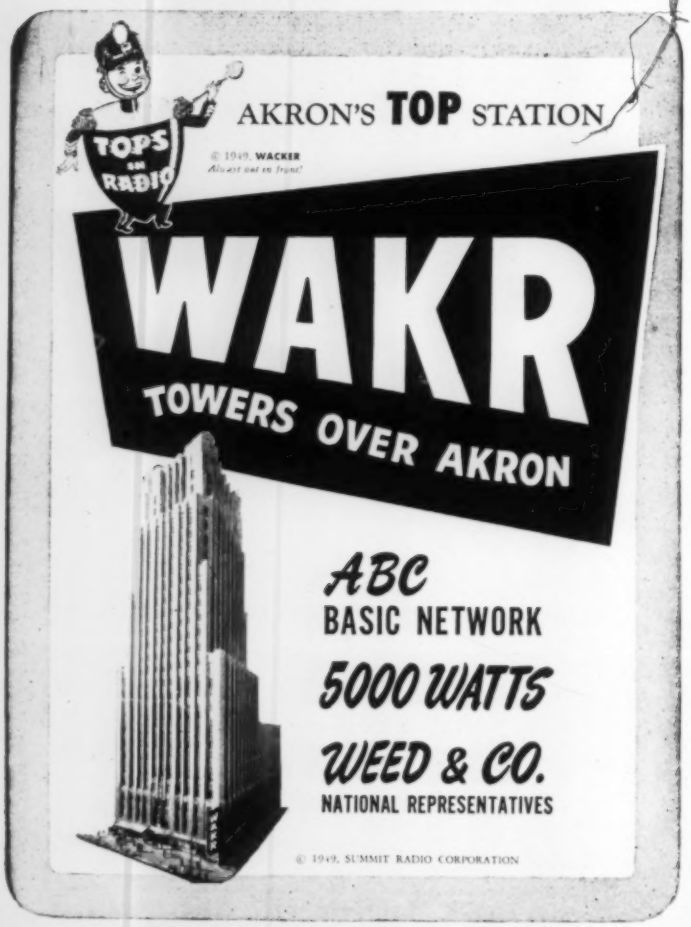
To needy children in Tulsa, KVOO spells Christmas. KVOO General Manager William B. Way, who also serves as Tulsa Chamber of Commerce president, announced the cooperation of 30 merchants, the Salvation Army, Tulsa U. coeds and the Kiwanitas in the drive for toys for Tulsa boys and girls who weren't on Santa's list. Sparked by KVOO facilities, the campaign group is confident last year's collection of 6,000 toys will be surpassed.

Santa Claus made an early flight from the North Pole to Augusta, Ga. There, he was welcomed by WJBF in a promotion staged as part of a package deal which the station sold to Belk's Department Store. Highlight was a seven-mile parade from the Daniel Field airport to the store in downtown Augusta. Thousands lined the route the Santa Claus caravan took and traffic was practically at a standstill in front of Belk's store, station reports. The welcoming committee included Augusta's Mayor W. D. Jennings and other city officials. Highlight of the parade was a huge 60-foot flat trailer-truck on which there was a float with giant reindeer tugging at a sleigh. At the reins was WJBF's Santa Claus (Program Director John Vance). Before he came into town, Santa was interviewed at the airport by Tom Hennessy, WJBF production manager.

Santa also paid an early visit to Buffalo, N. Y., in a Christmas parade down Broadway Thanksgiving morning. All of the things that serve to make up a first class parade were there—balloons, painted clowns, etc. Lending cooperation were Buffalo's three radio stations, WKBW, WBEN and WEBR. WKBW placed a static booth over the reviewing stand for a complete description of the parade. At the same time WKBW's Roger Baker rode up and down the sidelines on the line of march interviewing and talking with the spectators while Disc Jockey Mike Mearian gave a running commentary of the parade as it was passing the reviewing stand. WEBR used its sound truck which was painted in candy stripes and had an Indian on top. WBEN contribution was a float with people dressed in costumes of colonial times representing Thanksgiving and on the other side of the float a replica of Santa Claus on his throne. A WBEN-TV television camera moved between the two as if taking pictures of Santa and Thanksgiving.

WKRT Cortland, N. Y., didn't have to go far to find Santa because he landed on the studio roof the first week of December. First hint that the jolly fellow had arrived was a shower of hundreds of balloons. The Cortland Fire Dept. sent a truck with aerial ladder to help him off the roof. Santa was interviewed by Program Director Bob Michel as hundreds of youngsters stood by. Then the children took over for the next half hour telling Santa what they wanted for Christmas. The following day he appeared downtown and read some of the letters sent to him from 5:10 to 5:30 over WKRT.

In Lawrence, Mass., two big department stores are sponsoring hour-long shows on WLAW. Besides presenting seasonal music and readings, Sutherland's department store is bringing all its departmental heads before the microphones to air personal greetings to friends and best wishes to customers. Cherry & Webb, catering principally to women, is offering a similar air production with messages to customers and friends. Both stores have been WLAW



WBAL means business in Baltimore

JACK HARRIS (center), general manager of KPRC Houston, shakes hands with Roy Lang of the Gardner Advertising Company, St. Louis, account executive for Stokely-Van Camp Inc., Indianapolis (canned foods and food products). Occasion was a Stokely meeting which leading food distributors of the Houston area attended to learn about the firm's new promotional campaign. L to r are: Paul Colwell, Stokely sales manager; Mr. Lang; Mr. Harris; Ray N. Peterson, advertising and promotion manager of Stokely's, and Jim Cathay of the Gardner agency. Biggest part of the new Stokely campaign is a half hour program, *Laugh With the Ladies*, which starts over KPRC Jan. 3, for 52 weeks 11-11:30 a.m., Monday-Friday. Houston area is one of about 20 large metropolitan markets Stokely plans to enter with locally-produced audience participation shows within a year. Sponsorship of five shows already has been set. [BROADCASTING, **Dec. 12**]. **Actual expenditure by Stokely is not known but it is understood the food concern is taking money formerly used in magazine advertising and putting the bulk of it in spot radio. Stokely also is backing up its radio campaign with small ads in leading local newspapers each weekday, throughout the year. Besides KPRC, Stokely has arranged 52-week contracts with WTCN-AM-TV Minneapolis, WMPS Memphis, KFI-AM-TV and KHJ Los Angeles, WMIE Miami and WFAA Dallas.**

sponsors since 1937.

WLAW also is offering a two-week Christmas program which will end Dec. 23. The show consists of a two-way telephone interview with Special Events Director Fred Laffey representing the children of America, and Chief Announcer Richard Hickox assuming the role of Santa. The program is heard Monday-Friday, at 4:55 p.m., and is titled *Letters to Santa*.

On WOR New York, transatlantic Christmas greetings from British families who entertained American 4-H Club members this past summer will be broadcast transcribed during Joe Bier's *Your Town and Country Gentleman* show, on Saturday, Dec. 24, from 5 to 6 a.m. Titled *4-H Club Christmas in Britain*, the program will be recorded from a special transmission to WOR by the BBC. WOR-TV's inventor's forum, *Road to Success*, last week featured toy inventions that have just been placed on the market for the Christmas season.

In Orlando, Fla., WORZ is operating on what it calls "a frequency of 80 heartbeats a minute and with all the power that can be delivered by the energetic WORZ staff." The Central Florida NBC outlet has set up a "Toy Depot" in the center of town to receive contributions of used toys, clothes, etc. At regular intervals the American Legion "locomotive" picks up the articles and delivers them to the Orlando Rescue Mission for repair and distribution to needy families. At the same time, WORZ schedules programs from the "Toy Depot." The drive is in charge of Bill Murrell, WORZ promotion manager.

Last Saturday (Dec. 17) inmates at the Eastern State Penitentiary presented their 16th annual prisoners *Christmas Concert* over KYW Philadelphia. The program, originating in the penitentiary's auditorium, featured the prison band, glee club, novelty groups and soloists. Talent for the broadcast was selected after an elimination contest of several weeks.

From now until Christmas on every station break, WPOE(FM) Elizabeth, N. J., is using the following: "An ideal Christmas gift is—an FM radio!" Station officials point out that the wording varies slightly on each break.

In keeping with the festive spirit, WRBL Columbus, Ga., furnishes carols and hymns over four public address amplifiers and seven public address speakers installed along Broadway, the city's leading business thoroughfare. A special record turntable set up in the WRBL studios is manned each evening by a member of the Columbus Chamber of Commerce with music and console equipment furnished by the station.

WREN Topeka, Kans., also goes on the list of stations which saw to it that Santa made an early visit. On Nov. 26, over 6,000 people descended on the Union Pacific Railroad depot in North Topeka to watch St. Nick and his 10 elfish helpers arrive on their "North Pole Special" train of three cars. Sponsored by the North Topeka Merchants Assn., the arrival was plugged for three weeks over WREN. All available air promotion spots were utilized and an airplane equipped with a powerful set of speakers was used to blanket Topeka and 12 surrounding towns.

In Charlotte, N. C., Byron Smith of the WSOC sales staff collaborated with Joe Marsh, advertising manager of Efird's Department Store, in assembling a Christmas window. In the window, surrounded by gifts, is a mechanical Santa Claus with moving arms and lips. In front of Santa is a WSOC mike. An entire half-hour program of Christmas carols emanates from the window and the lips of Santa, who also sings Christmas carols, inviting children and their parents to join him, and of course, inviting them to Efird's Toyland.

Every day this week and on Christmas Day, WTOP Washington is scheduling Christmas programs. Features include hymns and carols, stories, quizzes and popular tunes.

WTTM Trenton, N. J., greeted Santa at Stacey Park on Thansgiving morning—an annual occasion sponsored by Swern & Co., department store. Among those on hand, as well as hundreds of youngsters, were Ezra Stone, radio's Henry Aldrich; Samuel Swern, president of Swern, and State Senator Richard Kafes. Throughout the morning, WTTM picked up interviews and color.

With its main theme the solicitation of toys for the needy children of greater Miami, Fla., WTTT opened a Christmas toy house in downtown Miami. Decorated in a Walt Disney fashion, the house is on one of the busy thoroughfares. WTTT's Santa Claus broadcasts from the house daily. Members of the Women's Council of the Boulevard Christian Church occupy the booth to collect the toys to be distributed on Christmas Day. Assisting in this promotion are a local used car dealer, Olin's; a kiddie shop, Alray Children's Shop; Alray Bootery, and the A. S. Beck Shoe Store.

In Richmond, Va., the *Santa Reads His Mail* program is presented Monday, Wednesday and Friday, 6-6:30 p.m. over WTVR (TV). Santa, together with "Mother Claus" surrounded by a setting of toys in a North Pole workshop, cheerfully tells Christmas stories and reads letters from eager youngsters. Sponsored by Nolde Bros. Bakery, the first program drew 246 letters from children.

When Bob Maxwell, disc jockey for WWJ Detroit, read a letter

(Continued on page 46)

Burger Beer . . . . . .
DOUBLES SALES in 3 weeks
with "*directed*" advertising on . . .
WGRD
Grand Rapids, Michigan

• LEADERSHIP IS EARNED • LEADERSHIP IS EARI

This is WSYR ACUSE AM • FM • TV
NBC Affiliate in Central New York

21 rich Central New York Counties
205,000 BMB Station Audience Families

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

Santa's Welcome

(Continued from page 45)

from a patient at a tuberculosis rest home, asking for a used radio, listeners came through in a big way. Not one, but 43 radios were sent in. All were repaired and sent to the sanatorium, station reports.

Listeners in the Pittsburgh area are enjoying a nightly festival of Christmas music sung by some of the leading choral groups in and around the city. Continuing through Christmas Eve, WWSW is broadcasting a quarter hour of Yuletide melodies every evening.

At WOIC (TV) Washington, the current Christmas Seal campaign was aided for 16 days with presentation each day of live shows, films, slides and half-minute spot announcements at all periods available. As worked out by John F. Hardesty, WOIC director of special events, the format stressed purchase of seals, pointed up the purpose for which contributions are sought, and then reminded the audience to help make the campaign a success by returning their dollar for the seals.

For the fourth year, WABD (TV) New York and other DuMont TV Network stations will telecast the traditional Christmas Eve Candle Light Service of Carols from historic Grace Church in New York, 8-9 p.m., Saturday, Dec. 24. Program features a choir of 50 men and boys and will be telecast through arrangements made by the United States Rubber Co. The service will be conducted by the Rev. Louis Weatherbee Pitt, D. D., S. T. D. The choir will be directed by Ernest Mitchell.

Bill Weaver, star of early morning *Waitin' For Weaver* show on KCBS San Francisco, has launched one-man campaign called "Gifts for the Old Folks," to raise Christmas gifts for aged people in Bay Area institutions. Lucky Stores, with 29 outlets in the San Francisco Bay Area, are cooperating in the campaign by providing clearing house services in the collection.

Ford Dealers of New York will sponsor on WJZ-TV New York, two full-hour film telecasts of Charles Dickens' "Christmas Carol," one on Christmas Eve, 9-10 p.m., and another on Christmas Day, 4-5 p.m. The film, featuring an all-British cast, was released exclusively to ABC-TV for its key station by Sy Weintraub, vice president of Flamingo Films. It has been edited by Nat Fowler, ABC-TV film director, for video use. J. Walter Thompson Co., New York, is the Ford dealer agency.

A special broadcast Christmas Eve of midnight Mass from the Church of the Immaculate Conception in Washington has been arranged by WWDC-AM-FM that city. Arrangements for the broadcast were made by the Rev. Joseph E. Gedra and Norman Reed, WWDC program director. This will be the fourth consecutive year that WWDC has broadcast the Christmas Eve service.

Then you need KFYR and its five thousand watts on 550 kilocycles. Power, plus a choice frequency, amazingly high ground conductivity and 24 years of intense listener loyalty make KFYR the natural selection for the time-buyer who wants to make sure he picks the best buy. Ask any John Blair man.

KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

PHOENIX BATTLE

Objections Increase To CBS Switch

CONTROVERSY over CBS' decision to switch its Phoenix affiliation from KOY to Actor-Cowboy Gene Autry's KOOL gained heat and momentum last week as local authorities warned CBS affiliates throughout the country that "your future is threatened."

"If a 'deal' can be made in Phoenix, a 'deal' can be made in your town," said a letter circulated over the signatures of L. C. Boies, Maricopa County sheriff; Phoenix Mayor Nicholas Udall; Attorney P. M. Roca, president of the Phoenix Community Council, and Attorney Dow Ben Roush; Dr. Daniel J. Condon, and President Stephen C. Shadegg of S-K Research Labs.

The letter charged that "engineering superiority, signal strength, the area of coverage, listening audience and community acceptance have no influence on the policies of CBS when a 'deal' has been made."

It denied KOOL Owner Autry is or ever has been a Phoenix resident, but said he "has money, he is an important radio personage, and he has good friends who hold policy making positions with the Columbia network."

Cites Background

The writers noted that KOY joined CBS in 1937. "Over the years," they said, "CBS, its programs and policies have earned and enjoyed our respect and friendship." Now, they continued "we are outraged by the cynical attitude of the Columbia officials," and "are convinced that the network prestige will suffer in our area, that the network will lose listeners and that network advertisers who buy time on Columbia are being badly treated."

They said they were "in no way connected" with KOY and that "it is not our intention to make an attack upon KOOL." Rather, they said, "we thought you would be interested in knowing the details of what has happened. . . . We submit that as an affiliate of CBS you are vitally concerned and entitled to have the truth of this strange situation."

CBS officials offered no comment on the letter, or on the pending suit filed by KOY and, through it, KTUC Tucson seeking specific performance of affiliation contract with the two stations [BROADCASTING, Nov. 21]. The network plans to move its affiliation from KOY, which feeds CBS programs to KTUC, on Jan. 1 to KOOL and KOPO Tucson, in which Mr. Autry has an interest, and to KCKY Coolidge, the latter two on a "bonus" basis.

NETWORK SETUP

ABC, CBS, MBS List Changes

FOLLOWING swing of KOOL and KOPO, Phoenix and Tucson respectively, to CBS effective Jan. 1 [BROADCASTING, Dec. 5], other network alignments became known last week.

MBS-Don Lee acquired affiliations with KOY Phoenix, KTUC Tucson and KSUN Bisbee, the three stations comprising the Arizona Network.

In commenting upon this change which likewise is effective Jan. 1, Pat Campbell, Don Lee vice president in charge of station relations, said the move "will give Don Lee and Mutual considerably greater coverage in Arizona." In fact he feels it "affords Don Lee Broadcasting System the most powerful broadcast coverage front running the virtual length of the state."

ABC on the same date becomes affiliated with KCNA Tucson.

DIRECTORS of WJR Detroit have voted dividend of 20¢ per share to be paid Dec. 22 to shareholders of record Dec. 15.

WSB Donates Faximile

WSB Atlanta has presented to Emory U. a twin-scanner Faximile transmitter valued at $13,000. The presentation was made two weeks ago by John M. Outler Jr., general manager of the station. According to Dr. R. B. Nixon, Emory journalism head, the equipment will be used to demonstrate to students the potentialities of the medium and to experiment with the transmission of various typefaces in an attempt to develop some satisfactory technique for providing radio newspapers. This is WSB's second contribution to the university. Two years ago, the station helped finance the remodeling of the practice studios used in teaching radio.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

Operating Outlets

(Continued from page 23)

grants were outstanding. New applications totaled 49.

As of Dec. 15 there were 111 TV outlets authorized of which 97 were on the air. There were 29 licensed stations on that date and 82 CPs. New applications totaled 353.

At the end of 1948 there was a total of 2,127 AM stations authorized with 1,912 on the air, 1,865 licensed and 262 holding CPs. New applications totaled 472. At the same time there were 966 FM stations authorized with 700 on the air, 222 licensed, and 699 holding CPs and 45 holding conditional grants. New FM bids totaled 134. At the conclusion of 1948 there were 124 TV outlets authorized, with 50 on the air, 7 licensed and 116 holding CPs. New applications totaled 311.

Of the 60 AM deletions during 1949, two were subsequently reinstated and four have been set aside upon requests for hearing. Of the remainder, nine specifically cited economic factors for their withdrawal while 19 permits were forfeited for lack of prosecution or denial of additional time to complete construction. Four gave no reason for withdrawing. Two stations, WORL Boston and WJBW New Orleans, were deleted upon failure to win license renewals from the Commission. WPBP Mayaguez, P. R., was revoked.

During 1948 a total of 53 AM stations were deleted including 4 licenses and 49 CPs.

April of 1949 saw the most AM cancellations, with one license and nine permits dropped. July was next with two licenses and eight permits. Only one CP was dropped in January.

Of the 189 FM permits deleted during 1949, 31 represented operating stations. All six licensed stations dropped were operating and one of the 13 conditional grantees deleted was on the air. Out of total 209 cancellations, 79 cited economic factors, 52 were forfeitures, 34 gave no reason and six were as the result of sales or mergers. FM deletions for 1948 totaled 129, representing 2 licenses, 102 CPs and 26 conditional grants.

Heaviest month in 1949 for FM withdrawals was April with 40 cancellations. March was next with 33 deletions. Only three deletions were made in May.

Of the 13 TV withdrawals, three cited economic factors and uncertainty of medium's future as basis for cancellation while six were forfeited. During 1948 there were 2 TV CPs dropped.

March of 1949 had $3,072,860 worth of station sales approvals by FCC, representing 19 deals, while September tallied $2,258,050 in 20 transactions approved and August $2,044,410 in 24. February was the lightest month with seven sales granted totaling $139,875.

Principal reasons in 1949 why some AM operators turned in their authorizations—or didn't build their stations in the first place—appear to have been over-crowded markets and rising operating costs. Many of those FM stations which ceased operation cited continued losses while those who turned in their permits before building or completing construction claimed low FM listenership, no accompanying AM station to support expenses and impact of TV. Some of this latter group said they arrived at these conclusions after surveying their areas.

Among the licensed standard stations ceasing operation during 1949 for economic reasons were WKOB North Adams, Mass.; KRKN Fort Smith, Ark.; KABR Aberdeen, S. D.; WTWS Clearfield, Pa., and WKMO Kokomo, Ind. [BROADCASTING, March 28]. WNCA Asheville, N. C., claimed exception to usual reasons for turning in its license by stating it was operating in the black [BROADCASTING, March 7]. WNCA was one of five AM and two FM outlets in Asheville.

KRKN cited competition with three other outlets in Fort Smith, with 50,000 population, as reason for withdrawing. KABR, on air since 1935 and regional MBS station, also gave economic reasons. WKOB's withdrawal was accompanied by a suit in equity proceeding.

WMOB, one of five outlets in Mobile, Ala., sold its physical facilities to WABB there upon withdrawing from operation because of continued operating losses and rising costs [BROADCASTING, June 20]. WLBF Leesburg and WEUS Eustis, Fla., have merged as WLBE Leesburg under ownership of Paul Hunter [BROADCASTING, June 27, Dec. 5].

WKJG Fort Wayne, Ind., has been purchased by WFTW there with the latter giving up that assignment [BROADCASTING, Nov. 7]. WHHT Durham, N. C., has merged with WSSB there under the latter operation [BROADCASTING, Nov. 21]. Rural Radio Network's WVFC (FM) Ithaca has been merged with Cornell U.'s WHCU-FM there in reorganization move [BROADCASTING, May 2]. WGBA Columbus, Ga., purchased WSAC there, retaining WGBA call although dropping the former's assignment for that of WSAC [BROADCASTING, Aug 29].

WBRC-FM Birmingham, said to be the most powerful FM outlet in the country, fortnight ago announced it was ceasing operations because of lack of interest in FM, according to Mrs. Eloise Smith Hanna, president [BROADCASTING, Dec. 5].

Complete list of broadcast deletions will appear in BROADCASTING, *Dec. 26.*

WINS Case

(Continued from page 27)

a few of the present employes." He said he had never discussed the question with the committee or any of its members.

FCC's General Counsel meanwhile got into the dispute indirectly by filing formal exceptions to a hearing examiner's statement, in an initial decision in the Boston 950-kc case, questioning the merit of foreign-language programming. The WINS employes committee had cited the examiner's statement in support of their objection to Mr. Pope's plan to program WINS in foreign languages.

ILGWU's WFDR Broadcasting said its own programming of WINS, if it acquires the facilities, would be along the lines of WFDR, that WFDR personnel would be used, and that WINS employes would get preference for other jobs.

The application, prepared by William C. Fitts Jr. of Fly, Fitts & Shuebruk, said WFDR Broadcasting is "still convinced that FM offers the best method of aural broadcasting."

If it is awarded the WINS assignment, WFDR would use it "to publicize the superior quality of FM and to educate the AM listeners to the end of stimulating their interest in the purchase of FM receivers. We are convinced that in no other way can a market for FM be built in the New York area."

In its application WFDR Broadcasting has the full backing of the union, which also controls WVUN (FM) Chattanooga and KFMV (FM) Los Angeles as well as WFDR. In an agreement submitted to FCC, the union agreed to lend WFDR whatever amount it needs during the next five years, without interest.

A financial statement for WFDR as of Dec. 2 showed total assets of $176,441, and a $62,448 loss on operations. The station went on the air last June. A financial report of the union for calendar 1948 showed total receipts of $15,029,325 and disbursements of $11,444,886.

The Pope interests meanwhile notified FCC they were "involuntarily" withdrawing their pending application for transfer of WHOM from Jersey City to New York. FCC had ordered them to choose between this application and the one for acquisition of WINS, since both involved the same metropolitan area.

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Coverage in Ohio, Pennsylvania and West Virginia . . . serving over 200,000.

In the heart of the ceramic industry of the world — famous for dinnerware bricks, tile, hotel chinaware, sewer pipe.

A stable market with industry balanced by agriculture.

We'd like to do a little drumming for you. Soon?

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WOHI

EAST LIVERPOOL, OHIO

FM HOURS ISSUE

Protests to FCC Mount

FM OPERATORS' opposition to FCC's proposal to boost their minimum operating hours was beginning to snowball last week, based on the fear that an enforced increase could lead to FM's ruin.

Almost to a man, FM broadcasters who have gone on record on the proposal foresee increased operating losses and probably broad-scale abandonment of FM authorizations if it is put into effect.

Some said they might give up their own stations.

Others said they had been contemplating a reduction rather than an increase in hours, in view of losses already being taken. They argued that longer hours would deteriorate programming even if stations were not abandoned.

Support for the proposal has come from FM Broadcasters of Chicago, WNIQ (FM) Uniontown, Pa., and Louis Schweitzer of Peter J. Schweitzer Inc., manufacturers. They argued that both the FM industry and the public would benefit. Today (Dec. 19) is deadline for filing comments with FCC.

FCC's proposal came at a time when approximately 175 FM authorizations had been dropped voluntarily already this year, leaving around 800 still outstanding. It would require an FM outlet in a joint AM-FM operation to operate as much as the AM station and would require FM-only stations to reach 12 hours a day after two years on the air [BROADCASTING, Nov. 21]. Current rules require a six-hour daily minimum.

President E. B. MacNaughton of the Oregonian Publishing Co., licensee of KGW and KGW-FM Portland, wrote FCC that KGW-FM's operating costs during its three and a half years on the air have exceeded $75,000 while operating revenue has been "not one cent."

Costs Cited

To operate KGW-FM the same number of hours as KGW, Mr. MacNaughton said, would increase operating costs more than $10,000 per year.

"Any increase in daily hours of operation will result in an increase in operating costs that may result in a decision to cease FM operations entirely," he continued.

He reported that KGW-FM, first FM outlet in the Pacific Northwest and the second on the Pacific Coast, now operates 3-10 p.m. Unlike the four other AM-FM operations in the Portland area, he said, KGW must employ separate transmitter crews for the AM and FM stations.

Leslie C. Johnson, vice president and general manger of WHBF and WHBF-FM Rock Island, Ill., wrote NAB President Justin Miller that FCC's proposal "in the long run may well mark the obituary of FM." He said it was his view that NAB "should take a position against legislating a hardship on the FM industry."

Mr. Johnson particularly opposed the FCC plan's distinction between FM-only stations and those operated in conjunction with AM outlets. The distinction, he contended, is "unjust and discriminatory." He continued:

Many operators are trying to carry on FM as best they can in the face of declining economic conditions, hoping that eventually they will be able to nurse it to health and prosperity. Many of these AM-FM operators are going into television.

If the AM-FM operator is forced into fulltime FM service, it could easily through pressure of unions and other outside groups result in a forcing into separate fulltime program service which would be ruinous under present conditions. The net result would be the wholesale dropping of FM permits and the loss by station investors through the country of many millions of dollars.

Besides that, FM would be set back almost to the point of extinction because there are not sufficient FM-exclusive operators of ample financial stability to carry the ball and make FM the outstanding medium in aural broadcasting.

Mr. Johnson maintained that public acceptance of FM does not yet justify "extremely long" hours of operation. Therefore, he said, FM should not now be burdened with absolute requirements as to hours.

WFJS Position

President Donald L. Breed of the Freeport Journal-Standard Publishing Co., which has operated WFJS Freeport, Ill. as an FM-only station since Oct. 1, 1946, claimed FCC's plan would bring "either deteriorated service or increased operating losses at this station."

He said WFJS cut its schedule to 65 hours a week "not through choice, but rather as a move demanded by the overall economy if we were to continue in operation." When FCC's proposal was announced, he said, "we had come to the conclusion that we could best fulfill our obligations to the community and keep our losses at a near reasonable level by a still greater curtailment."

If FCC's rules had permitted, Mr. Breed said, "we would have been operating the period from 6 to 11 p.m. only," when "we do our best local programming and hence achieve our greatest acceptance."

He told the Commission "it would be economic folly for us to continue an FM-only operation" if the rival Freeport AM station were a fulltimer rather than a daytimer. He continued:

If we are to continue under the present situation it will be with the thought of providing a nighttime broadcast service to the community with a strong accent on community service, rather than the hope of a profitable enterprise. . . .

If we were to be required to operate the longer hours during the day, the service during the evening hours would have to be curtailed or operating losses would increase.

He said WFJS has an AM application pending but that it is being held up pending the clear-channel decision. With no other AM channels available, he said, "we must find a mode of operation which will satisfy our obligation to the community and still hold our operating losses to a reasonable figure. The proposed rule would make this an impossibility."

If AM-FM operators are dropping their FM stations for economic reasons, he said, it should be "obvious" that "the FM-only operator should be allowed rather wide latitude in the choice of methods . . . to bring the cost of operation into line with potential revenue."

Total Loss Seen

Excessive FM losses, Mr. Breed said, can have only one result: "Closure of the FM facility, with the consequent almost total loss in the venture."

J. S. Gray, manager of WCED-FM Du Bois, Pa., told the Commission he felt hours of operation "should be a matter for individual station consideration and action, as conditions justify."

He said "a substantial increase in the required minimum of hours would work an undue hardship on many FM operators after their already heavy expenditures with little or no financial return."

Others who have taken similar positions opposing the rules include WHLI-FM Hempstead, L. I.; KLUF-FM Galveston, Tex., and WARL-FM Arlington, Va. [BROADCASTING, Nov. 28, Dec. 5]. WARL requested a far-reaching hearing which would examine the responsibility of networks, manufacturers, and FCC itself for FM's "lack of success."

An opposite tack was taken by Ed Hamlyn, manager of WNIQ (FM) Uniontown, Pa., who told FCC he thought the proposal would

(Continued on page 85)

W-CAR

"One of the Motor Area's Favorite Stations". . . .

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Dec. 16th

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THE consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

The three type LT towers illustrated, although low in cost, have the strength and high factor of safety characteristic of Blaw-Knox design and engineering. The type SGN tower completing the array has the additional strength to support the heavy-duty FM pylon and any future TV requirements.

Your tower prescription will be promptly filled at BLAW-KNOX.

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OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

Sponsors Love It

(Continued from page 29)

another chance that blew up. I tried to console myself with the fact that I was eating regularly, that my day was full enough anyway and that the Upper Midwest was adequate for anybody. Then bright and early on a morning last week the order was signed. That was when I really got scared and I've been jittery ever since.

"Life turned complicated immediately. Network radio is different than local, I guess. Here you just go on the air and at the end of the week pick up your paycheck. In the last week I've had to sign contracts, discuss options, meet with account executives and copy writers, talk long distance with program department directors, furnish biographical material, have pictures taken, read a 112-page book on what you can't do on the radio, meet with the trade press, rroduce affidavits of citizenship and loyalty and find out what my mother was doing the night of Oct. 19, 1912. All this for five minutes a day. I don't know how those guys who are on for a half-hour manage it all.

"It's in the bag, anyway, and I hope we last through May. The boys in charge have been very nice about the whole thing. I asked them what they wanted us to do and they said we could do anything we wanted to. (That wasn't what that little book said.) According to present plans, it'll be 'a little talk and a little tune.' I told them that I was strictly a corny guy and that all I could produce was corny stuff. They didn't squawk.

"It's going to be fun to see how a couple of midwesterners will click on the national scene."

HEADLEY-REED

Quarters Moved; Staff Shifted

HEADLEY-REED Co., effective Jan. 3, is moving from its present offices at New York's Chrysler Bldg., to new and larger quarters in the Graybar Bldg., 420 Lexington Ave.

William B. Faber, who has been with Headley-Reed Co. for the past 10 years, will head the TV department. Patrick J. Sullivan is being transferred from AM sales to traffic and availability, to be assisted by Ed Simons, formerly with Thomas Cook travel agency.

Cameron Higgins, formerly with ABC, and Naomi Zieph, of the New York *Post*, have been added to the research & promotion department, which is directed by Herbert L. Bachman.

Paul Weeks of Headley-Reed's Chicago office has been transferred to New York. William Shrewsbury, formerly with Transit Radio, and Walter B. Dunn, formerly of ABC Spot Sales, have been added to AM sales.

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FORT SMITH ARKANSAS

IS NOW CLASSIFIED A METROPOLITAN MARKET AREA!

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KBRS—SPRINGDALE, ARKANSAS and KHBG—OKMULGEE, OKLAHOMA

These affiliated stations offer a liberal discount when a schedule comparable to the one on KFSA is used on either or both . . . thus reducing your total cost per listener for this area.

ASK YOUR NEAREST TAYLOR-BORROFF OFFICE

KFSA CBS 950

SOUTHWESTERN HOUSE
FORT SMITH, ARKANSAS

RADIO VOICE OF SOUTHWEST AMERICAN & FT. SMITH TIMES-RECORD

SAVINGS TIME

Dist. 17 Seeks Uniformity

UNIFORM daylight saving time, to conform to the national pattern, was urged upon cities in Washington and Oregon by NAB District 17, which met Wednesday and Thursday in Portland, Ore.

Since daylight time on a national basis lasts from the first Sunday in April to the last Sunday in September, the fact that Pacific Northwest cities have in years past set their own starting and stopping dates has resulted in numerous time readjustment headaches for stations in the area, delegates agreed.

Going one step further, District 17 urged uniform daylight saving time for the entire Pacific time zone. At present California observes daylight time on a statewide basis as well as in Western Washington, Northwestern Oregon and British Columbia.

District 17 broadcasters agreed to request formally that the United States reject any proposal, when the NARBA conference resumes next April, "which might result in changing the power limitation of the several classes of broadcast stations."

Carl Haverlin, BMI president, alluded to what he termed an "unfortunate headline" in the Dec. 12 issue of BROADCASTING which might give the impression that BMI had or was about to purchase SESAC. Mr. Haverlin said that while the BROADCASTING report of the Salt Lake City resolution was accurate, the headline could give an erroneous impression. (The headline read, "SESAC Purchase by BMI Proposed by NAB District 14," with the first four words in larger type.)

Mr. Haverlin said no negotiations were under way for the purchase of SESAC by BMI.

SOUTHEAST FM

FMA Urges 100% Transition

AM BROADCASTERS in the southeastern states, particularly Florida, were urged Thursday by FM Assn. to plan now for 100% transition to FM as a means of meeting Cuban interference.

FM is the only system which provides interference-free reception and at the same time eliminates the characteristic AM static in the southern and Gulf areas, according to FMA.

Basic system for the transition to FM in Florida is already established, FMA contends. Though outnumbered 2-1 by AM, the FM stations are declared to be serving larger areas.

Ease of the proposed transition to FM depends largely on extent of cooperation broadcasters get from set manufacturers. This would take the form of an iron-clad guarantee that set makers will produce reasonably priced high-quality FM sets in sufficient numbers to meet public demand, says FMA.

Telecasting Insert

Pull Out for Filing

'VOICE' CONTEST

State Winners Announced

NAMES of the 51 high school students who won state Voice of Democracy contests in the 48 states, District of Columbia, Alaska and Puerto Rico were announced last week by Robert K. Richards, NAB public affairs director and chairman of the joint committee directing the contest.

Radio Mfrs. Assn. and U. S. Junior Chamber of Commerce co-sponsored the third annual contest with NAB.

The 51 winners, who won over one million contestants in school, community and state judgings with five-minute broadcast scripts on the subject, "I Speak for Democracy," will compete by recordings for the four national awards, $500 scholarships and trips to Washington.

Judges for Finals

Judges for the finals include Tom C. Clark, associate justice of the U. S. Supreme Court; Douglas Southall Freeman, editor and author; Andrew D. Holt, president, National Education Assn.; J. Edgar Hoover, FBI director, Edward R. Murrow, CBS commentator; James Stewart, actor and chairman of the board of judges.

The four prizes will be awarded at a Washington luncheon during the week of Feb. 19-25. Winners will visit President Truman, Congress and Cabinet members, appear on radio and TV programs and repeat their winning broadcasts in the historic House of Burgesses at Williamsburg, Va.

TABLE model radio-phonograph, featuring three-speed automatic record changer and dual stylus, being shipped by General Electric Co. to its distributors. Model, #129, has Eastern list price of $89.95.

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

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WQUA FULL TIME MUTUAL

RADIO CENTER, MOLINE

DECEMBER 19, 1949

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WGN-TV.....Chicago, Ill.
WCPO-TV.....Cincinnati, Ohio
WEWS.....Cleveland, Ohio
WTVN.....Columbus, Ohio
WHIO.....Dayton, Ohio
WJBK-TV.....Detroit, Mich.
WICU.....Erie, Pa.
WLAV-TV....Grand Rapids, Mich.
WJAC-TV.....Johnstown, Pa.
WGAL.....Lancaster, Pa.
WTMJ-TV.....Milwaukee, Wis.
WNHC-TV.....New Haven, Conn.
WABD*.....New York, N. Y.
WFIL-TV.....Philadelphia, Pa.
WDTV*.....Pittsburgh, Pa.
WTVR.....Richmond, Va.
WHAM-TV.....Rochester, N. Y.
WRGB.....Schenectady, N. Y.
KSD-TV.....St. Louis, Mo.
WHEN.....Syracuse, N. Y.
WSPD-TV.....Toledo, Ohio
WTTG*.....Washington, D. C.
WDEL-TV.....Wilmington, Del.

Programs shown on these stations by Du Mont teletranscription

KOB-TV.....Albuquerque, N. M.
WAGA.....Atlanta, Ga.
WBRC-TV.....Birmingham, Ala.
WBTV.....Charlotte, N. C.
KBTV.....Dallas, Tex.
WFMY-TV.....Greensboro, N. C.
KLEE-TV.....Houston, Tex.
WSAZ-TV...Huntington, West Va.
WFBM-TV.....Indianapolis, Ind.
WMBR-TV.....Jacksonville, Fla.
KTSL.....Los Angeles, Cal.
WAVE-TV.....Louisville, Ky.
WMCT.....Memphis, Tenn.
WTVJ.....Miami, Fla.
WDSU-TV.....New Orleans, La.
WKY-TV....Oklahoma City, Okla.
KMTV.....Omaha, Nebr.
KSL-TV.....Salt Lake City, Utah
KPIX.....San Francisco, Cal.
WTCN-TV.....St. Paul, Minn.
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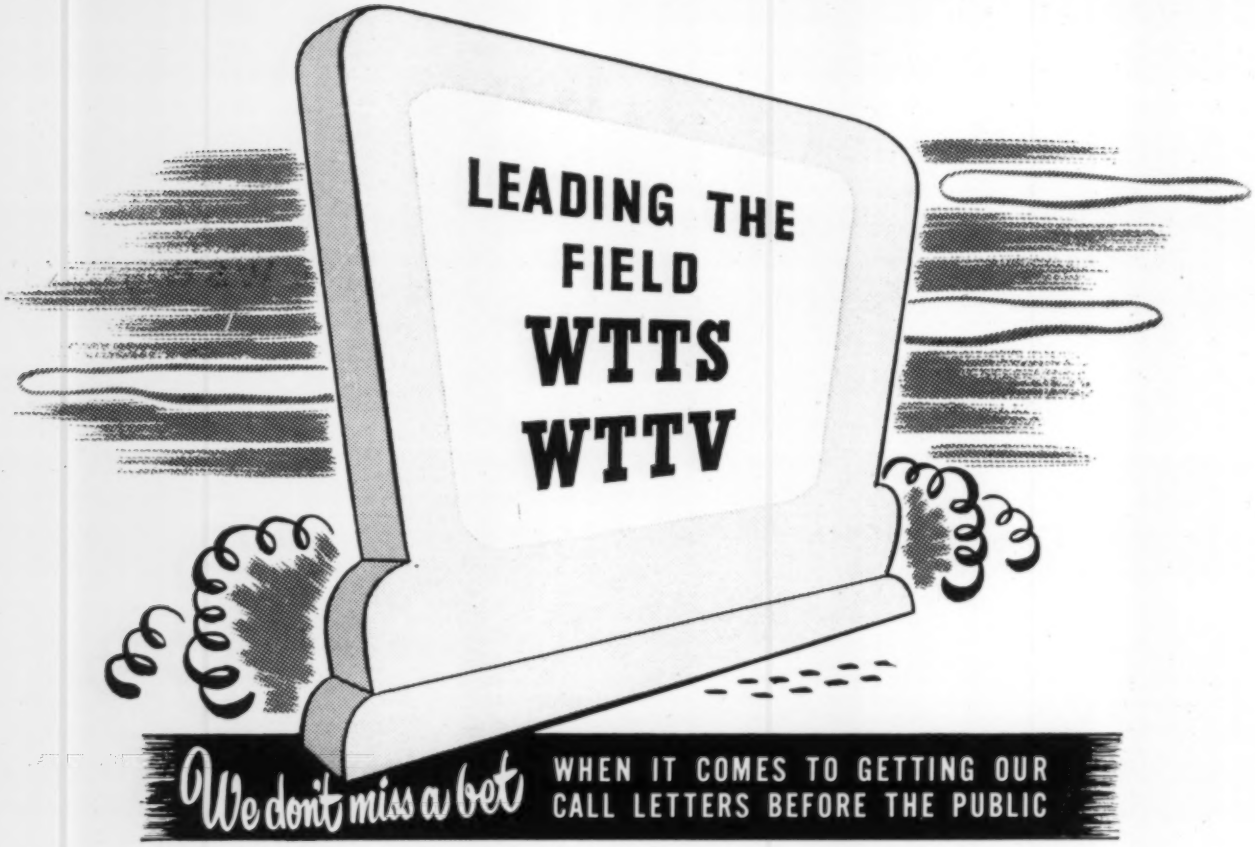

● There's a popular outdoor movie place just outside Bloomington, Indiana, on state road 37. We never took an actual traffic count past the place, but we know it's terrific! And, the screen is visible for hundreds of yards each way from the highway.

When the movie closed for the winter season it hurt us, no end, to see all that screen space going to waste. So, we made arrangements to paint a big WTTS and WTTV in the space.

It just goes to show what extent we go to keep people constantly reminded of WTTS and WTTV.

Ever since WTTS went on the air, we've promoted it heavily, using all kinds of promotional plans. The cost sometimes scares us, but we've accomplished what we set out to do. WE'RE LEADING THE FIELD. Continuous merchandising—with balanced programming—has set us up in the enviable number one spot in the Bloomington market.

LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY

WTTS
A Regional Station on the Air 20 Hours a Day.

RADIO AND TELEVISION CENTER • BLOOMINGTON, INDIANA

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Indiana's Second TV Station.

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TELECASTING

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NATIONWIDE VIDEO

Cost Estimated at Over $1.7 Billion Annually

By BRUCE ROBERTSON

TO ESTABLISH television as a truly national medium requires more support than is likely to come from advertising alone, in the opinion of the Faught Co., New York firm of business consultants.

In a 110-page volume published today (Dec. 19) under the title, *Some Billion Dollar Questions About Television and Some Suggestions on How To Think About Them* ($5 per copy), the firm proposes that Phonevision or some other form of pay-as-you-view system be added to the medium's income from advertisers.

As a basis for its socio-economic analysis, the study presents an estimate of the annual costs of maintaining a hypothetical national TV service comprising 1,000 full-fledged stations plus 200 satellites, operating as four networks on a 70-hour a week schedule (40 hours of network and 30 hours of local programming), as follows:

Interest (on a capital investment of $735 million which Faught Co. estimates as the cost of building such a TV system)	$ 44,100,000
Depreciation	61,250,000
Operating costs (non-program)	435,000,000
Programming costs	941,200,000
Line charges	31,800,000
Gross profit (figured at 15%)	227,002,500
Total costs for one year	$1,740,352,500

This total is just about three times that of the gross revenue of radio in 1948 (roughly $597 million). Expressing the belief that these figures are "realistic answers to the particular assumptions we have made about our national TV system," the Faught Co. points out that any one who disagrees may substitute his own figures and still have a concrete basis on which to base further calculations.

Here the study raises the serious doubt "that television will ever become a truly nationwide medium (as compared with present radio patterns and service) if it has to depend on the economics of advertising alone." Noting that at the 1948 rate of 2.1% of the nation's "business done" for advertising, an increase of about $80 billion in business volume would be needed to pay the estimated TV bill. The report goes on:

"It is not a question of whether our economy could afford to spend the $1,740,352,500 for TV advertising. . . . It is rather a question of how to get the nationwide service built, and built in such a pattern as to make it pay off as an advertising medium. . . . Radio stations have grown like local mushrooms in American cities because (1) they were relatively cheap to build; (2) they could also be programmed economically both off the network (for national advertisers) and locally with enough versatility to attract all kinds of advertisers, even those with station break budgets. Moreover, (3) the backbone of the national radio system was built when large profits could be retained and many is the station which was paid for out of the first year or two's revenue.

"Now comes television. The initial investment can easily run to 10 times the initial investment of a radio station of proportionate size. Overhead and operating costs are double or worse, prospective programming costs are as we predicted them, and what is particularly significant—local programming of TV is proportionately the most expensive kind, whereas radio has devised a variety of bargain basement types of programs to snare the local advertiser. . . .

Dimming Prospects

"Thus when we reconsider our economics and add the assumption that most of television's budget will have to come out of national advertising appropriations, the early prospects of building a national TV system and supporting it out of advertising grows dimmer."

In advocating Phonevision or some similar home box-office system of collecting viewer fees to augment TV's income from advertising, Faught Co. assumes a charge of $1 an hour for non-sponsored TV programs and that "each box office TV family would buy an average of $2.50 worth of paid movies, plays, operas, rodeos, circuses, ball games, boxing events, races, education, benefits, etc., etc., etc., per week."

Assuming further that this TV home box office system would build an audience of 10 million viewing families much more rapidly than it would take to get 10 million ordinary TV sets into the nation's homes, the study points out that at an average of $2.50 per week per home this would mean $25 million worth of TV business a week, with half of this amount—or some $650 million a year—going to pay for programs not now available or too expensive for advertising to support—first run movies, top flight sports events, etc.

The study stresses the point that box office TV would supplement and not replace sponsored programming. "People could no more afford (nor would be disposed to buy) all of what radio and TV now gives them than advertisers could (or would be disposed to) provide all of the special kinds of entertainment and education that various groups would be willing to pay for."

The study concludes:

"Because even the prospect of a box office adjunct to sponsored TV would so enhance the profit-making potentialities of TV, it would almost certainly accelerate the huge investment which will be necessary to bring television to all of the people; and which will not be rapidly forthcoming, if at all, on the present prospects of TV's revenue as measured against its investment gamble. Thus would television's greatest bottleneck be broken open.

"The potentialities which box office TV offers to set buyers in the way of low cost convenient recreation, entertainment, education and all programs of self-improvement —beyond what they can reasonably expect from sponsored programs— would likewise stimulate and vastly widen the total receiver market.

"These two factors, in turn, would accelerate and expand the ownership and use of sets. In other words, they would build the TV audience."

DR. DuMONT

Says Color Not Ready, Capital Needed

FCC SHOULD not authorize standards for color television in the near future, because the art is not sufficiently developed, Dr. Allen B. DuMont, president of Allen B. DuMont Labs, told a Congressional group last Monday. He also stressed need for equity capital in continuing expansion of the television industry.

Dr. DuMont appeared before a joint economic investment subcommittee, currently holding hearings on the need for loans and capital among small business firms. Sen. Joseph C. O'Mahoney (D-Wyo.) presided as chairman.

Emphasizing that the Commission should make no decision on color TV until pictures are as sharply defined as monochrome transmissions, Dr. DuMont said that apparently some companies are experimenting with a view to seeing "how bad a color picture they can get away with . . . but we don't go that far." He mentioned no names.

Dr. DuMont has been a staunch proponent of "no color television-now" before and during FCC hearings on the color question, contending that certain technical difficulties remain to be worked out [BROADCASTING, Oct. 10]. He places color from 10 to 20 years off.

He told the subcommittee that FCC's 15-month freeze on standard TV applications, "because of color," has forced a shutdown of 400 or 500 division personnel this year, and that the action has "a very big effect on business." DuMont Labs has been unable to maintain its ratio of profit, he added.

Furthermore, if color is authorized in the not too distant future, FCC would ultimately find it necessary to "throw it out and start all over again," he contended.

Tracing the development of his firm, which he started with an investment of $500 in 1931, Dr. DuMont placed current rate of sales at $70 million, and predicted sales of $80 million during 1950.

He agreed that any new business, with the public acceptance enjoyed by television, need not suffer for lack of equity capital, but added that now is not a particularly op-

(Continued on Telecasting 9)

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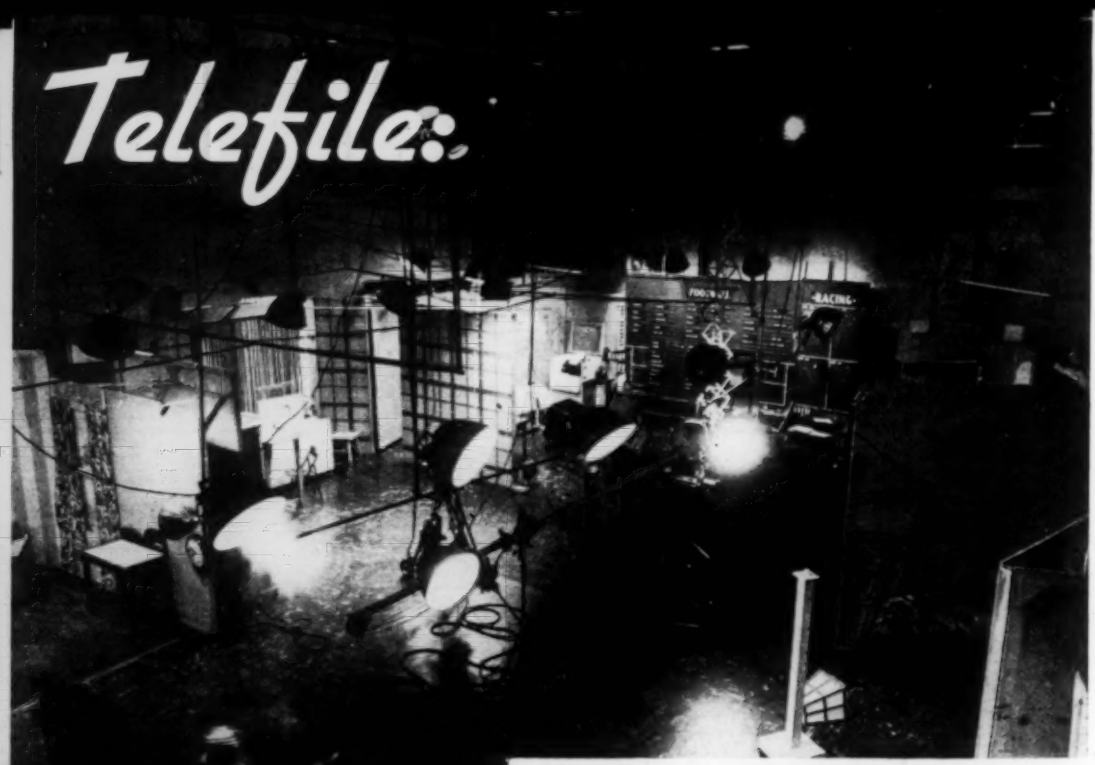


Corner of WAAM's 126,000 cubic foot main studio.

WAAM(TV)'s OPERATION KEYNOTED BY COMMUNITY PROGRAMMING

By J. FRANK BEATTY

ONE WINTRY day in February 1946 four eager men, whose professional careers ran along otherwise conventional lines, developed an overpowering urge to build a television station in Baltimore.

Knowing the ways of the marts, they realized that overpowering business urges must be supported by ample capital.

That's why Radio-Television of Baltimore Inc. came to be incorporated less than two months later. And that's why WAAM (TV), a $1½ million video plant atop the highest hill in Northwest Baltimore, is well into its second successful year of operation.

The men who hatched this ambitious electronic project were Herbert Levy and Henry Fisher, both attorneys, Frederick L. Allman, broadcaster (WSVA Harrisonburg, Va., and WSIR Winter Haven, Fla.), and Norman Kal, head of Kal, Ehrlich & Merrick, Washington agency. Joining them in the financing were Benjamin and Herman Cohen, brothers, prominent Baltimore businessmen, and Samuel Carliner, former judge of the Peoples Court, City of Baltimore.

While WAAM's ambitious creators were waiting for their FCC construction permit, two other Baltimore TV stations were well along in their early television careers—WMAR-TV, *Sunpapers* outlet, and WBAL-TV, video adjunct of the 50-kw Hearst-owned operation. In due course (March 1948) the CP came along and seven months later WAAM took the air from its beautiful new plant as Baltimore's third TV station.

And how is WAAM faring in this three-station market, with an estimated 112,500 television homes in the basic service area?

Well, when the founders were in the early throes of launching the enterprise they drew up what was optimistically termed a "five-year plan." It would take at least five years on the air, they decided after dabbling in a mess of very cold facts, to get WAAM into the black.

But now, if you shove some of these hardy pioneers into a corner and pull down the shades, they'll admit privately they hope to reach television's coveted and sparsely occupied elysium in less—quite a bit less—than five years.

Like most television debuts, the Nov. 1, 1948 advent was a memorable one. First, and fortuitously, the entire opening schedule was sold out. Second, and this is one for the record, WAAM was on the air 23 consecutive hours on its second day. Nov. 2 happened to be Presidential election day. Local returns were sponsored by Johnson Bros. radio and television store.

* * *

Only one studio was available for the inaugural, but one year later—Nov. 1, 1949—when WAAM celebrated its first anniversary on the air it produced a half-hour documentary in one of the East's largest studios. This studio is unique as well as large and well-equipped. It's unique because it has an adjoining outdoor studio big enough for major sports events.

All this array of production facilities is based on WAAM's basic philosophy—local live programming and local personalities. The local appeal is supported by programs from two TV networks—ABC and DuMont.

Despite its localized programming, WAAM was deliberately built four miles out of the crowded Baltimore business area. The founders had been watching the tendency of business enterprises to move out of downtown congestion. Moreover they figured that the whole television project should be built as a unit.

The remote location has proved a blessing rather than a problem, according to WAAM officials. There's no parking worry around the extensive WAAM acreage. Employes love it and those without cars enjoy station wagon service. Because no department is more than 75 feet from any other department an executive conference can be called in 30 seconds.

It's strictly and unqualifiedly a single-purpose television unit, this handsome brick structure whose hilltop locale prevents photographing. Offices are large and comfortable. Studios are a production man's dream come true. Engineers revel in a huge workshop replete with gadgets and benches.

Incidentally, there's a move under way in Baltimore's city council to give WAAM's site the name "Television Hill." WBAL-TV uses an adjacent knoll for its tower.

* * *

WAAM's equipment is RCA throughout, aside from some Raytheon audio facilities. The remote truck has a three-camera chain plus the usual gear.

The indoor studio (126,000 cubic feet) is circled by sets of all sorts, including a fully equipped kitchen. It's 65 feet square and 25 feet high with facilities for quick shifting of heavy props. A second studio is 20x30 feet in size and there is a 12x14 announce studio along with film and audition rooms.

But the special pride of WAAM's producers is the big outdoor studio, connected directly to the largest indoor room by a set of doors big enough to drive a truck through. Some fancy programming has been done under the sky, including a game of field hockey, lip tattooing of a race horse, handball, gymnastics, boxing matches, pool, demonstration of a Marine flame-thrower and the Helldrivers auto maneuvers. Future plans include facilities for football, baseball and other sports.

Indoor programming has been brightened by such props as a

. . . The Top Echelon and Station Executives

Norman Kal — Herman Cohen — Benjamin Cohen — Samuel Carliner

horse and wagon, autos and even trucks.

Special station facilities include a master preview system, push-button operated, allowing network, remote, film cameras, studio and test patterns to be viewed and heard at will in positions all over the plant. Independent status of master control room and studio control permits independent rehearsal and prevue without disturbing the control room which is on the air.

The main studio, taking sets up to 25 feet high, has 18 separate mike outlets and a flexible camera video patch system. Steel catwalk runs along three sides and through the center. Control-room control of studio lighting is planned; system of hybrid coils allows transcriptions to be played into studio through loudspeaker either on the air, through console or both, and a number of other special facilities simplify operations in a program structure that includes 25 weekly hours of live telecasting.

A custom announce console has the pushbutton master prevue system as well as call system and talkback to control room and other key points, with split earphones allowing communication to announcer while on the air. WAAM's engineers designed special receivers for the off-the-air pickups from Washington. They have a large laboratory and workshop.

The art department has built 132 complete changes of scenery to go with 10 permanent sets in the large studio. Some of the special scenery includes such effects as a 32-foot New York street scene and an elaborate hacienda.

* * *

WITH these facilities, WAAM has been able to push its local programming policy to an exceptional degree. Six weeks after it took the air the station decided to take a fling at daytime programming. First schedule was a five-weekly 4 p.m. film program sponsored by Joseph M. Zamoiski Co., Philco distributor.

An afternoon sports program, 3-6, was started last April 4 with Tommy Dukehart and Joe Chaseman in charge. Nick Campofreda, of professional sports fame, comes on at 5 for an hour sponsored by Gunther Brewing Co. six days a week. The whole sports package, a typical example of WAAM's sports pioneering, is picked up off the air by WTTG (TV) Washington. WAAM and WTTG swap a lot of programs off the air, getting good signals despite the 35-mile gap. Some of the programming is deftly interlaced via frequent shifting of studio source.

* * *

AT 6 p.m. WAAM comes on with Kitty Dierken's participating show. This 45-minute dinnertime segment is a repeat performance of a 2:30-3 p.m. program. Kitty's routine is interesting and effective too, according to WAAM. She shows items of all sorts on the first show and suggests viewers call up a friend to see if she has the show and if she hasn't, then remind her it will be repeated at 6 p.m. for 45 minutes.

There's a telephone in Kitty's studio living room so viewers can ask her to repeat a recipe or show an item again. Kitty also takes orders on all items that are advertised on the program, which is out to do a direct selling job and not merely generate goodwill. Recipes are presented via cards so the housewife can copy them easily.

Kitty sells bread, bracelets and most everything else. Last Nov. 1, for example, she offered canasta books for $1. Calls came in volume, and many of the callers also ordered card tables and covers. Ideal Toy & Novelty Co., one of the largest toy makers in the world, recently bought 10 spots for its Baby Coos dolls. Kitty quickly sold $50 worth of dolls in the studio and soon Baltimore stores were sold out. She sold about $1,000 worth of goods last week directly to 742 telephoners and 82 mail respondents.

Then there's a program, *This Is Your Zoo*, sponsored 7-7:15 p.m. Tuesday by Baltimore Federal Savings & Loan Assn. The zoo's director, Arthur R. Watson, uses everything from camels to monkeys as talent. Recently the sponsor offered a gay booklet, "It's Fun to Save," with pictures of familiar zoo performers. Each picture had a jingle. Slots for nickels, dimes and quarters can hold $5, enough to start an account at Baltimore Federal.

A few days ago the Baltimore Zoo was presented a pair of rare chinchillas by a viewer, who had been watching the program several weeks and felt the zoo deserved the valuable prize, in the form of an indefinite gift loan.

It's this sort of local programming that WAAM is featuring.

WAAM is on the air over 65 program hours a week, nearly half of it local live programming. In November it staged over 120 hours of live local studio shows. In a typical week (Oct. 10) WAAM had 18 hours 45 minutes sustaining, 30 hours 5 minutes commercial, 16 hours 55 minutes participating, including 154 spot announcements.

Newest WAAM community project is a cooperative campaign with Gunther Brewing Co. to raise funds for the Baltimore Colts, local pro football team. High spot of the campaign, to which WAAM and Gunther have been devoting two hours a day, was a night TV auction in the WAAM studios. Over $6,500 was raised in the first five hours. Bids ranged up to $1,000 for goods donated by merchants.

Unique fact in this particular auction is that over $11,000 in cash has already passed into the hands of the Colts.

In addition to its two-network advertisers, WAAM's national spot accounts include Kools, Benrus, Borden, Scotch Tape, Simmons mattress, Weston biscuit, Schick, Ovaltine, Pall Mall, Ideal Toy, Pequot curtains, Jiffy starch, Lucky Strike, Hamilton Watch.

* * *

TOP officers of WAAM are Ben Cohen, president; Mr. Carliner, executive vice president and treasurer; Herman Cohen, vice president; Mr. Levy, secretary; Mr. Kal, general manager; Armand Grant, director of sales; Helen Powers, administrative director; Herbert Cahan, program director; Anthony Farrar, chief of production; Glenn Lahman, acting chief engineer; Ben Wolfe, technical director; Kenneth Carter, manager of local sales; Joel Chaseman, publicity director, and Barry Mansfield, art director.

Board members are the Cohens, and Messrs. Allman, Kal, Levy, Fisher and Carliner.

The Class A one-time hourly rate is $400, ranging down to $80 for five minutes. Class C rates run from $200 to $40. Announcements range from $61.25 to $23, depending on time and frequency. National representative is Harrington, Righter & Parsons.

Video power is 26,100 w with 13,800 w audio. Top of the 525-foot tower is 826 feet above the nearby sea level.

Already plans are in the works to add a new building next year. It will include space for a dining room and storage.

WAAM plant includes vast outdoor studio area for sports events and features. Among stunt programs was crash of Donald Forester, motorcyclist, into lighted gasoline-drenched barrier.

AFRA ELECTS

Ten Board Members to TVA

AMERICAN Federation of Radio Artists fortnight ago elected 10 of its national board members to the combined board of the new Television Authority. Those elected included two from Chicago and four each from New York and Los Angeles.

They are:

For the Eastern Region, Clayton Collyer, Virginia Payne, Alex McKee and Alan Bunce; Central Region, Harry Elders and Norman Barry; West Coast, Ken Carpenter, Knox Manning, Frank Nelson and Bill Gavin. All new TVA board members, with 10 representing each of five unions, met for the first time Wednesday in New York. All meetings will be held there. Each will hold his position for a temporary six-month period.

Central region AFRA board members who elected two representatives include, in addition to Messrs. Elders and Barry, Raymond Jones, Dean Reed, Harry Goldstein of Detroit, Andre Carlon of Cincinnati, Nellie Booth of St. Louis, Don Roberts of Kansas City and Rod Whalen of New Orleans.

Because AFRA's West Coast and Central regions want representation at TVA meetings in New York at all times, they elected the following New Yorkers as alternates: Nelson Case and Ben Grauer for Chicago, and Vinton Hayworth, Staats Cotsworth, Carl Frank and Bill Adams for Los Angeles.

Who Are Responsible for WAAM's Operation . . .

Herbert Levy

Helen Powers

Frederick L. Allman

Armand Grant

Telestatus

DuMont Reports on Daytime TV

(Report 90)

WITH the advent of daytime programming on the DuMont Television Network [TELECASTING, Nov. 28], the network has prepared an attractive booklet outlining its study of daytime viewing and listening habits. The network's key station, WABD (TV) New York, has been presenting daytime shows for over a year.

Quoting New York radio and Telereports of The Pulse Inc. for November 1948 through October 1949, the report shows that radio listening falls off one-half when television enters the home—even during the day. From 12-6 p.m. radio sets in use in all New York homes are shown as 22.2 with radio sets in use in TV homes at half that figure, 11.1. Considering the June-October period for 1948 and 1949, video sets in use gained by 43% on the average between the two periods. Since November 1948 when DuMont daytime (12-6 p.m.) programming began, TV sets in use have averaged 9.1, New York Pulse Telereports for the period being quoted as the source.

In the hours 12-2 p.m., when WABD telecast *Midday Matinee*, the study reports a drop of 45% in radio sets in use in TV homes when compared with radio sets in use in all homes. During those hours for the November 1948-October 1949 period, TV sets in use have averaged 4.7 and DuMont's rating has increased 125%, Telereports again being the basis of the information.

Telereports ratings for the five programs which appear in *Midday Matinee* are given for the period July-October 1948 showing the steady gains which have been made. The study ends with a summary of the number of television homes in the top 10 U. S. markets served by DuMont and a short evaluation of television from the Dept. of Commerce publication *Television as an Advertising Medium*. Lead page of the report carries a quote extolling the virtues of daytime television from "Kathi's Daytime Success" [BROADCASTING, Nov. 7].

With its television study, DuMont also has released a promotion piece on *Captain Video*, a five-a-week half-hour children's program presented by the network. The two color booklet covers the background and ratings of the program along with press comments and other information on the show.

* * *

Big Set Demand Seen Among Veterans

APPROXIMATELY 1,100,000 World War II veterans alone will be in the market for TV sets during the first three months of 1950, if a survey conducted by Raytheon Mfg. Co., New York, is indicative of the entire country.

The maker of video sets and receiving and cathode ray tubes polled 1,000 veterans in its plants at Waltham and Newton, Mass., to discover how many now own TV sets and how many plan to buy them with their GI insurance refunds during the first part of the year.

Results showed that 27% now own sets, and 14%, or 73% of the non-owners, plan to use refunds for their purchase. If these results hold true for all veterans (an estimated eight million) in video areas, Raytheon points out, it would indicate that they would buy 1,100,000 sets in the three-month period. This would mean a production of 350,000 sets per month, and would represent the peak capacity of the entire TV industry.

* * *

TV Film Use Reviewed by Eastman

AS AN AID to those concerned with the technical aspects of television production, Eastman Kodak Co. has just released a new booklet, *The Use of Motion Picture Films in Television*. The 57-page publication covers the use of film in preparing video programs as well as for recording from a cathode ray tube.

Subjects covered include the production of motion picture films for TV, studio photography, picture production methods, sound recording on film, laboratory practices in processing, video transmission of film images and kinescope or cathode-ray tube photography. The booklet is written for the technician and not as a guide for the advertiser or sponsor. Copies may be obtained free of charge from the Motion Picture Film Dept., Eastman Kodak Co., 343 State St., Rochester 4, N. Y.

* * *

New Rates Announced By Two Stations

TIME RATES at WTTG (TV) Washington, DuMont TV Network station, will be increased effective Jan. 1, and the rates at KTLA (TV) Los Angeles were increased Nov. 1. Hourly rate at WTTG will increase to $400 base with a one-time spot rate of $60. Frequency discounts will follow the current pattern according to Walter Compton, general manager of the station, who announced the new schedule. The new rate card, the fifth for the station, reflects the consistent growth of set circulation in the Washington area, Mr. Compton said.

At KTLA the basic air time rate for a one time class A hour (7-11 p.m., Monday through Saturday, 12-11 p.m. Sunday) is now $300 dropping to $60 in the same period for a minute or less. Additional charges also are made for live-studio and film-studio use. The new schedule, Rate Card No. 3, quotes not only basic air time rates but also provides tables showing net costs in the three time periods —time charge, plus the facilities charge, less all applicable discounts.

* * *

Daytime Televiewing Increases in Los Angeles

INCREASE of over 70% over previous months in daytime televiewing in Los Angeles is shown in a special Hooper retabulation covering the two local daytime television stations, KFI-TV and KLAC-TV.

According to Kevin Sweeney, KFI-TV Los Angeles sales and promotion manager, the survey, which covered a five day period, further shows that there was an increase of over 140% in some mid-afternoon hours. Higher percentages were the result of increased

(Continued on Telecasting 9)

Weekly Television Summary

Based on Dec. 19, 1949, BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuequerque	KOB-TV	1,500	Station
Atlanta	WAGA-TV, WSB-TV	20,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	100,036	TV Circ. Comm.
Binghamton	WNBF-TV	2,300	Dealers
Birmingham	WAFM-TV, WBRC-TV	6,750	Distributors
Bloomington	WTTV	300	Dealers
Boston	WBZ-TV, WNAC-TV	213,424	TV. Comm.
Buffalo	WBEN-TV	53,184	Buff. Elec. Co.
Charlotte	WBTV	9,300	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	266,460	TV. Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	50,000	Distributors
Cleveland	WEWS, WNBK, WXEL	119,103	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	25,300	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	5,030	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline.		
Dayton	WHIO-TV, WLWD	23,800	Stations
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	145,000	Distributors
Erie	WICU	18,100	Station
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	22,000	Dist. & Deal.
Grand Rapids	WLAV-TV	9,000	Distributors
Greensboro	WFMY-TV	7,325	Distributors
Houston	KLEE-TV	10,000	Distributors
Huntington	WSAZ-TV	2,750	Distributors
Indianapolis	WFBM-TV	14,000	Dist. & Deal.
Jacksonville	WMBR-TV	4,160	Wholesalers
Johnstown	WJAC-TV	7,850	Distributors
Kalamazoo-Battle Creek	.....	3,500	Dealers
Kansas City	WDAF-TV	20,434	Distributors
Lancaster*	WGAL-TV	19,011	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	302,635	Rad. & Appl. Assn.
Louisville	WAVE-TV	13,104	Station
Memphis	WMCT	12,210	Distributors
Miami	WTVJ	12,000	Station
Milwaukee	WTMJ-TV	60,564	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	50,200	Stations
New Haven	WNHC-TV	58,400	Station
New Orleans	WDSU-TV	9,000	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	875,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,001	Distributors
Oklahoma City	WKY-TV	14,340	Distributors
Omaha	WOW-TV, KMTV	10,901	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	315,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	55,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	20,000	Distributors
Rochester	WHAM-TV	15,931	Distributors
Salt Lake City	KDYL-TV, KSL-TV	7,000	Station
San Antonio	WOAI-TV	1,608	Station
San Diego	KFMB-TV	12,750	Station
San Francisco	KGO-TV, KPIX, KRON-TV	21,000	N. Cal. Elec. Assn.
Schenectady	WRGB	44,200	Distributors
Seattle	KING-TV	15,800	Distributors
St. Louis	KSD-TV	67,700	Union Elec. Co.
Syracuse**	WHEN	19,132	Distributors
Toledo	WSPD-TV	28,000	Dealers Assn.
Tulsa	KOTV	6,600	CPA Audit
Utica-Rome	.....	4,500	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	78,700	TV Cir. Comm.
Wilmington	WDEL-TV	21,804	Dealers

Total Markets on Air 57; Stations on Air 97; Sets in Use 3,357,553

* Lancaster and contiguous areas.
** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

TELEVISION

and the Beanstalk

(not fable, but **fact**... why **WHIO-TV** is Dayton's **first** TV Station)

• Television in Dayton, Ohio, has grown up almost as fast as Jack's fabled beanstalk. Not overnight, exactly . . . but over a year . . . which is practically overnight as industries grow.

From practically nothing in January to 24,000 sets in November . . . and no telling how many more by the time you read this.

WHIO-TV has played a major role in Television's growth in Dayton. First on the air, first on the cable, WHIO-TV is Dayton's *first* TV station with both local advertisers and viewers.

WHIO-TV is locally owned and operated. Being Daytonians, we *know* what Dayton people want. We program primarily for Daytonians. Local Advertisers know this . . . and are buying local time on WHIO-TV. WHIO-TV originates more *local* programs . . . which means that advertisers benefit from WHIO's smooth production techniques.

And WHIO-TV does more promoting of its programs in Dayton than any other station . . . another important fact to remember when buying TV time in Dayton.

Daytonians enjoy the top shows of three Television networks—CBS, ABC, and Dumont on WHIO-TV.

Dayton's eyes are on WHIO-TV for entertainment, news, sports and special events coverage. Channel 13 is a lucky number for local advertisers . . . and for you, too. Ask your friendly Katz representative.

Affiliated with
The Dayton Daily News
and Journal-Herald

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented Nationally by
The Katz Agency, Inc.

On TV, It's Not Pretzels But . . .

Cheesecake That Sells Beer

By JANE PINKERTON

TAVERN PALE's Chicago beauty contest has the same claim to fame as its TV parent —it was born a giant.

Although it originated last February only as a substitute for hackneyed interviews during intermission between wrestling matches, the contest for "Miss Tavern Pale of the Week" and of the "Year" swiftly came into its own. More and more viewers took interest in the intermission period and its bevy of beauties.

In the first week, 11,000 viewers voted for their favorites. In the next 33 weeks the number of ballots totaled an astronomical 1,642,000. The beauty parade halted the week before Thanksgiving, when a new high of 50,196 was tabbed for a seven-day period.

The show—believed to be video's first full-fledged beauty contest—has proved its popularity with the sponsor, too. Atlantic Brewing Co. just renewed for 52 weeks from Jan. 1.

The 50-year-old Chicago firm, which distributes its beer in Illinois, Wisconsin, Indiana, Michigan and Iowa, first bought wrestling matches from Midway Arena on WGN-TV Chicago in 1948. Sports and beer, because of their mutual appeal to males, seemed to go together.

The third appeal, beautiful women, wasn't added until last February. In an effort to omit dull spots in the Thursday evening show, Atlantic and the W. B. Doner Agency, Chicago, schemed to develop a quick, flexible format intermission period which would entertain, sell and offer striking contrast to the wrestlers' brawn. Beauty was the answer.

The 15-minute studio contest was announced at the ringside and to the viewing audience. Although requirements were simple — the woman had to be between 18 and 35—many ineligibles applied, one, a gray-haired bookkeeper of 52. Most candidates, however, were nominated by viewers, who did all the voting also.

Applicants for the 33 shows in the first contest numbered 3,150, from which 410 were chosen to appear on the telecast. Weekly contestants (there were usually eight) tried for the Miss Tavern Pale of the Week title. Thirty-two semi-finalists were whittled down Oct. 27 to seven, from which the queen, Miss Tavern Pale of 1949, was elected and crowned Thanksgiving night.

Inaugural ceremonies in the WGN-TV studios were colorful, with 18-year-old Ingeborg Jorgensen, Chicago model, receiving $5,000 worth of merchandise prizes from sponsor Leo Lederer. She sat on a gold throne flanked by a fur rug, and wore a realistic gold and gem-encrusted crown and a red velvet cape trimmed with ermine. One gift—a massive bouquet of a dozen orchids—complemented her purple velvet bathing suit.

This royal fanfare also greets Tavern Pale viewers each week, with Actress-Model Pat O'Hara posing a personal and pertinent product question in a tight closeup at the finish of the commercial. This personalized approach has gained for Atlantic many new distributors, dealers and consumers in the 50-mile radius Chicago area. The name Tavern Pale has been bandied about — and that's just what the sponsor wants.

Because competition in beer selling starts with a capital "C," Leo Lederer, vice president of the firm, doesn't release many actual sales figures. He does report, though, that sales increased 8% within two months after the show took the air. After six months, one of the city's largest distributors reported sales increases of 20%.

"Our general sales increase, without any doubt, is due mostly to our beauty contest, which is why we've renewed for another year and will probably go on indefinitely," said Mr. Lederer, "We find that television is selling as well as advertising."

Mr. Lederer and his brother Harold, Atlantic president, have backed up their convictions about TV with some positive action. Drastic cuts have been made in other advertising media. This money has been rechanneled into television, which absorbs about 75% of the sponsor's advertising budget.

* * *

ATLANTIC's show costs about $100,000 a year. Sports rights and time for the wrestling matches and the 15-minute beauty contest add up to the biggest portion, about $80,000. The remainder is for merchandising and promotion, talent, props and photography expenses for beauty queens as well as the product.

Dealer and consumer promotion has penetrated almost every corner tavern in the city. Before the contest began, an arty black and white promotion piece was sent to every Tavern Pale dealer and distributor. These urged tavern owners to stock up on the brew for thirsty wrestling match viewers. It was found that package stores and taverns with TV sets attracted good crowds for the matches, but bigger ones for the bathing beauty parade.

After the third week, dealers began suggesting sponsorship of a neighborhood girl in their home territories. Tavern Pale and the Doner agency, recognizing the unlimited value of local tie-ins, capitalized on this with window posters in local taverns showing the neighborhood nominee. They passed out beer napkins with printed promotion, store displays, sunflower-size buttons for bartenders and ballots with collection canisters.

Interest in the contest soared, and more and more women nominated themselves or found a sponsoring group in an effort to cop the title and the $60 worth of donated prizes in the weekly contests. The six semi-finalists who lost to Miss Jorgensen each got weekly prizes plus a handsome gold watch. The queen herself received a television set, $200 diamond watch, table, lounge chair, $500 fox jacket, a permanent wave and a two-week, all-expense trip to Hollywood with her 17-year-old sister. The trip also includes visits with half a dozen movie stars and dinner at the homes of Alan Ladd and Jane Russell.

Doner is still wondering what the queen is going to do with a free $250 modeling course. The firm offering the giveaway is Chicago's top rival of the modeling agency

HAPPY SPONSOR, Leo Lederer of Atlantic Brewing Co., is surrounded by seven Chicago beauties who competed for the Miss Tavern Pale of 1949 title in finals on WGN-TV Thanksgiving night. Winners of weekly crowns are (l to r) Marilyn Ware, June Anderson, Louanna Hansen, Queen Ingeborg Jorgensen, Joanne Arc, Penny Karno (who received an R.K.O. movie contract after a talent scout saw her on the show) and Marlene Reilly.

SHOW PLANNING takes place at weekly conferences attended by (l to r) Norine Freeman, director of radio and television planning, W. B. Doner Agency, Chicago; Ted Weber of the WGN-TV sales staff, and Marvin H. Frank, executive v.p. of Doner Agency and head of the Chicago office.

through which Miss Jorgensen does professional work.

Gimmick elements in the contrast of beauty and brawn are unlimited also. On Dec. 1, just before the start of the 1950 contest for Miss Tavern Pale of the Year, Atlantic sponsored an intermission telecast of "Mr. Tavern Pale" nominees. The first in a proposed series scheduled to take place about every six weeks, the feature showed professional athletes, weight-lifters and body-builders competing for a trophy.

If viewer response is favorable, the male element will continue to be starred. Judges for this parade, however, are experts. They score entrants on posing, general physique and muscular development.

Myron Wallace, one of Chicago's most bustling radio and TV actors, is m.c. of the program. For almost a year this work was done by Milford F. Kostman, assistant to Marvin H. Frank, executive vice president in charge of W. B. Doner's Chicago office. Norine Freeman, Doner's director of radio and television planning, writes and directs the shows, plans promotion and interviews all applicants. She and her colleagues are even more optimistic about next year. "We'll easily get two million votes", she predicts.

Telestatus

(Continued from Telecasting 6)

set ownership and availability of more programs with two stations telecasting. Survey also revealed, according to Mr. Sweeney, almost even division of audience between the two stations, with KLAC-TV having one-tenth of a point margin over KFI-TV.

KFI-TV has had daytime programming since March 1, adding morning programming Dec. 5. KLAC-TV added daytime programming Nov. 7.

* * *

Increased Programming Listed by WLWT(TV)

INCREASED programming on WLWT (TV), Cincinnati video outlet of Crosley Broadcasting Corp., has brought the station's average to 12 hours daily, Monday through Saturday. Late evening entertainment features plus two weekday telecasts fed from Crosley's WLWD (TV) Dayton have accounted for the increased programming time. With the increase in programming, WLWT sponsors during November reportedly reached an all-time high of 97 advertisers.

Te-Ve

Drawn for TELECASTING by John Zeigler

DuMont

(Continued from Telecasting 3)

portune time to obtain it. DuMont Labs probably will expand, however, as time goes by, he said. Specifically he would like to see expansion financed from sources other than company earnings, and equipment depreciation not computed for tax purposes.

Questioned on patents, Dr. DuMont admitted that his company, which holds over 75 cathode ray tube patents available for license to "anybody," and RCA "are unable to get together" on the amount to be exchanged or received "one way or another." Each has sued the other, he added.

He testified that the bulk of companies are licensed through RCA patents through arrangements with General Electric, Westinghouse Corp., Farnsworth and the telephone company.

Patent rights were originally sold by DuMont in 1937 for $15,000. The firm currently has 1½ mililon Class "A" and half a million Class "B" stock outstanding. In 1948 it began selling common stock to employes. Its total assets today are roughly $22 million, he testified.

Dr. DuMont said his firm had developed tubes "sufficiently good enough to sell" in 1932, but they were not put on the market until 1936. Manufacture of transmitters, on which DuMont Labs experimented in 1937-38, was begun at the end of the war, Dr. DuMont said. He indicated that, with the current freeze, DuMont transmitter sales have dipped.

GUILDS MEET

On Movie-TV Pay Status

CONTINUING negotiations for motion picture actors working in television, Screen Actors Guild and Screen Extras Guild committees will meet tomorrow (Dec. 20) with representatives from Television Film Producers Assn., Hollywood.

Chairman for the 12-man SAG committee will be Lee Bowman. Richard H. Gordon is chairman for nine-man SEG group. Representing TFPA is a five-man committee consisting of Chairman Marshall Grant, Carl Dudley, Roland Reed, Hal Roach Jr. and Bernard Carr.

SAG started the nationwide drive to "improve the wages and working conditions of actors in motion pictures produced for television exhibition" in meetings last week with Television Film Producers in New York, Chicago and Detroit. Meetings are being held in accordance with SAG 1948 basic agreement with the producers, giving the guild right to reopen the contract in 1949 on the question of television. Further negotiations will be taken up there after Jan. 1.

WTVN (TV) Columbus, Ohio, signal received by man in Evergreen, Col. Viewer sent station picture of its test pattern.

WNBF-TV SPEED

Projects Local News Film

TIP-OFF to what a station can perform video-wise in reporting top local news events was projected to Binghamton, N. Y., set owners the evening of Dec. 6 when WNBF-TV covered a three-alarmer, the city's most disastrous fire in the last six years.

A call from the *Binghamton Press*-WNBF news department was relayed by Edward Scala, program director, to two of the station's movie television cameramen who were rushed to the scene as fire trucks pulled up. From vantage spots on the street and nearby buildings the camera crew filmed the story of flames enveloping the four-story building and their subsequent control two and a half hours later. Mr. Scala, accentuating timeliness, enlisted aid of a local photography enthusiast to rush film processing. Development of the negative was begun at 7 p.m., 90 minutes after the film shooting, and dry prints were obtained by 9:30 p.m.

Following editing—even to lettered titles and a commentary prepared at the studio—the pictures were shown an hour later on WNBF-TV in a five-minute presentation directly after Auto-Lite's *Suspense*. Johnny Ildebrando and Jack Goodsel, the two cameramen, revisited the scene the next morning to make follow-up shots of the gutted building for a subsequent telecast.

Binghamton Press *shot of three-alarm fire covered by WNBF-TV.*

FIREPROOF television film editing room under construction at WNBQ (TV) Chicago and NBC's Central Div. It is being built on 19th floor of Merchandise Mart adjacent to TV master control, and will be equipped with latest RCA 35 and 16mm film splicing and editing units, station reports.

SETTING Red Top Brewing Co.'s 52-week contract for airing pro wrestling matches over WSAZ-TV Huntington, W. Va., are (l to r) Lawrence Riggs, pres., Tri-State Distributing Co.; C. T. Garten, WSAZ acct. exec.; Eli Cohan, Joseph Adv., Cincinnati, and Lawrence H. Rogers II, WSAZ-TV manager.

FIRST advertising contract with WOAI-TV San Antonio is set by Joske's department store. L to r: seated—James H. Calvert, pres., and Edward C. Sullivan, v. p.-gen. mgr., Joske's; standing—J. H. Keenan, v. p., Joske's; Jack Keasler and Fred Vance, WOAI-TV; Jack Pitluk, Pitluk Adv.

SPONSORSHIP of WNBK (TV) Cleveland's *Through the Kitchen Window* is set by Cash J. Laufersweiler (seated l), pres. Northern Ohio Appliance Co. With him are Louise Winslow, featured on show, and standing (l to r), W. W. Priesmeyer, FS&R agency; Harold Gallagher, WNBK; C. A. Lange, Northern Co.

IT'S 52 weeks of television for the Syracuse Trust Co. as Harry Davies (r), bank president, completes agreement for sponsorship of weekly 15-minute program, *Round the Town*, on WHEN (TV) Syracuse, and featuring Bill Bohen as *Round the Town* reporter. With Mr. Davies is Bill Bell, WHEN sales mgr.

JOHN H. LALOR (r), pres. of Utica Brewing Co., contracts for first advertising account on WKTV (TV) Utica, N. Y.—sponsorship of 6-6:10 p.m. news Mon.-Fri. With Mr. Lalor, are John T. Farquhar (l), v. p. Devereux & Co., Utica Brewing's agency, and Michael Carlo Fusco, WKTV gen. mgr.

RENEWAL of 26-week contract with DuMont's WDTV (TV) Pittsburgh to carry wrestling from Chicago is set by (l to r): Seated—Donald A. Stewart, WDTV gen. mgr.; M. Bernardino, pres., Fort Pitt Brewing Co., sponsor; standing—Larry Israel, WDTV sales dir., and Faris Feland, BBDO acct. exec.

VIDEO IN NEWSPAPERS

Set Dealers' Money Adds Revenue in 1949

TELEVISION is emerging as the newspapers' new Santa Claus. Recent figures on TV advertising revenue deposited in the tills show an unmistakable trend toward enriching the printed medium.

Available reports show that last September, manufacturers and retailers of television receivers placed 3,693,698 lines in the newspapers of 34 major markets. This was an increase of more than 250% over the same month last year.

Further evidence is the total for October which showed an increase of nearly 200,000 lines. It is pointed out that these increases in valuable linage came at a time when linage for all advertising was showing signs of a leveling off. In some categories, losses had been recorded.

Examples of entire sections in newspapers gobbled up by enthusiastic TV dealers are widespread throughout the country. In past weeks, the *Milwaukee Journal* (WTMJ-TV) printed a 24-page section in its Sunday edition of Nov. 27 with 11 of these being full-page advertisements by local set dealers; while the *Baltimore Sun* (WMAR-TV) in its Sunday edition of Dec. 4 published a 30-page section with 15 full-page dealer ads. Other pages of both sections were sprinkled heavily with TV advertising.

An analysis of retail dealer cooperative advertising prepared by Media Records for the TV and radio industry also reveal the following: During the first 10 months of this year, the industry placed 22,500,000 lines of retail ads in newspapers. In addition, 5 million lines were placed by manufacturers at general rates. "National" linage on TV receivers is now running at a monthly rate of close to one million.

This new found rain for the mainspring revenue of newspapers breaks down for the first 10 months of 1949 in main market areas as follows: New York, 4 million lines; Washington, 2 million lines; Los Angeles, 1,852,752; Boston, 1,821,282, and Chicago, 1,712,626.

RMA COLOR PLAN

Encouraged by Meets with FCC

SPOKESMEN for the Radio Mfrs. Assn. said last week that conferences with individual members of FCC left them encouraged about prospects for their projected National Television System Committee to work on color TV standards.

Dr. W. R. G. Baker of General Electric Co., who has been named by RMA to head the industry-wide group, and other representatives conferred with six of the seven Commissioners and outlined the plans as authorized by RMA's board of directors last month [BROADCASTING, Nov. 21].

Other RMA spokesmen said the plan seemed to get a favorable reaction from at least four of the six, and that further conferences are planned. Comr. Rosel H. Hyde, who was unavailable at the time of Dr. Baker's first round of visits last week, is the only Commissioner yet to be contacted.

The committee, to be set up under Dr. Baker's direction, would be similar to the NTSC formed in 1941 and would include representatives of the Institute of Radio Engineers, networks, engineering schools and others as well as RMA members.

Its objective would be to formulate and propose basic standards for future development of color television, and also to present technical data relating to UHF allocations and the lifting of the current VHF television freeze. It would be financed by RMA.

Formation of such a commitee was recommended by RMA early in the FCC's color TV hearing this fall, currently in recess until late in February.

PETRILLO CASE

Counter Proposals Studied

THE NINE-MAN industry committee set up to consider the Petrillo proposals covering services of musicians for television met in New York Dec. 8 and received a 35-page draft of counter proposals made by its subcommittee.

The counter proposals will not be made public, at least until they are presented to James C. Petrillo, president of the American Federation of Musicians. It could be surmised, however, that the television industry is wary of setting precedents which may later prove embarrassing or unwise. Particularly, it is believed, industry members would oppose any royalty-for-each-use formula.

The subcommittee which drafted the proposals comprised Walter Lowendahl, Transfilm Inc., Ralph Cohn, Columbia Pictures, and Hal Roach Jr., of Hal Roach Studios and president of Television Film Producers Assn.

The main committee is comprised of film, television network and station executives and show packagers. It is expected it will take several meetings to study the counter proposals. After they finally are approved by the committee, they will be submitted to the industry as a whole and, if then ratified, will be offered to Mr. Petrillo.

AVAILABILITY of 6BN6 and 12BN6 tubes, which reduce number of tubes and circuit elements required for FM and TV receivers, announced by General Electric Co.'s Owensboro, Ky. plant.

GOOD news for John Mills (l) and Lex Schepp is the opening of their new station, KPHO-TV Phoenix—also good news for Arizona as it is the state's first video outlet. Messrs. Mills and Schepp are co-owners of KPHO-TV which had its debut Dec. 4. Reception was reported to be good as far south as Tucson, 125 miles distant, Yuma about as far west and Wickenburg to the north. Station operates on Channel 5 (76-82 mc) with 17.5 kw visual and 87.0 kw aural.

FIRE SAFETY
WTVR (TV) Demonstrates

ACTUAL demonstrations of how fires are started in homes and industrial plants by gasoline fumes were presented early last month in a telecast over WTVR (TV) Richmond, Va.

The half hour program was arranged by the Richmond Fire Dept. in the public interest. Participants included Director of Public Safety Richard R. Foster, Fire Chief John Finnegan, Lt. John Finnegan Jr., who actually conducted the demonstration, and John Shand of WTVR.

At the opening of the program, Director Foster stressed the importance of heeding and following the advice of the expert in fire prevention. The terrible toll which fires take each year and the role played by the Richmond Fire Dept. in holding down fires in the area were recounted by Fire Chief Finnegan.

For the next 20 minues, Lt. Finnegan showed how fires can get started, by actually starting them in the studio, and then demonstrating the proper way to put them out.

BASIC elements of video transmission and reception are explained in layman's language and depicted with simple pictures in "Here's How To Be a Television Expert," 24-page two-color booklet published by Motorola Inc. Booklet is being distributed through Motorola dealers to salesmen and to set owners and prospects.

STUART BAILEY
Hits FCC Video Actions

STUART L. BAILEY, Washington consulting radio engineer and retiring president of the Institute of Radio Engineers, last week termed it "inescapable" that FCC cannot attain its first allocations objective with the VHF-UHF allocation table it has proposed.

Nor did he think it likely that the current VHF television licensing freeze could be lifted before "late in the fall of 1950."

His assertions came in speeches reviewing in detail the development of television and its problems, delivered before the Kansas City IRE Section last Tuesday and, in less technical terms, at an IRE banquet in Dallas. He spoke on "Television—Why the Deep Freeze?"

Mr. Bailey noted that FCC's announced first priority of allocation will be "to provide at least one television service to all parts of the U.S.," with succeeding priorities to provide one TV outlet to each community, a choice of services to the entire country, and, lastly, at least two outlets to each community.

"Here," he said, "for the first time in television history, we have a proposal to give square miles priority over people in the assignment of channels."

Mr. Bailey, of the Washington firm of Jansky & Bailey and a member of the special Bureau of Standards committee investigating color TV for the Senate Interstate and Foreign Commerce Committee, said the injection of the color question—and the decision to consider it first—are "holding up" the VHF-UHF hearing.

He concluded:

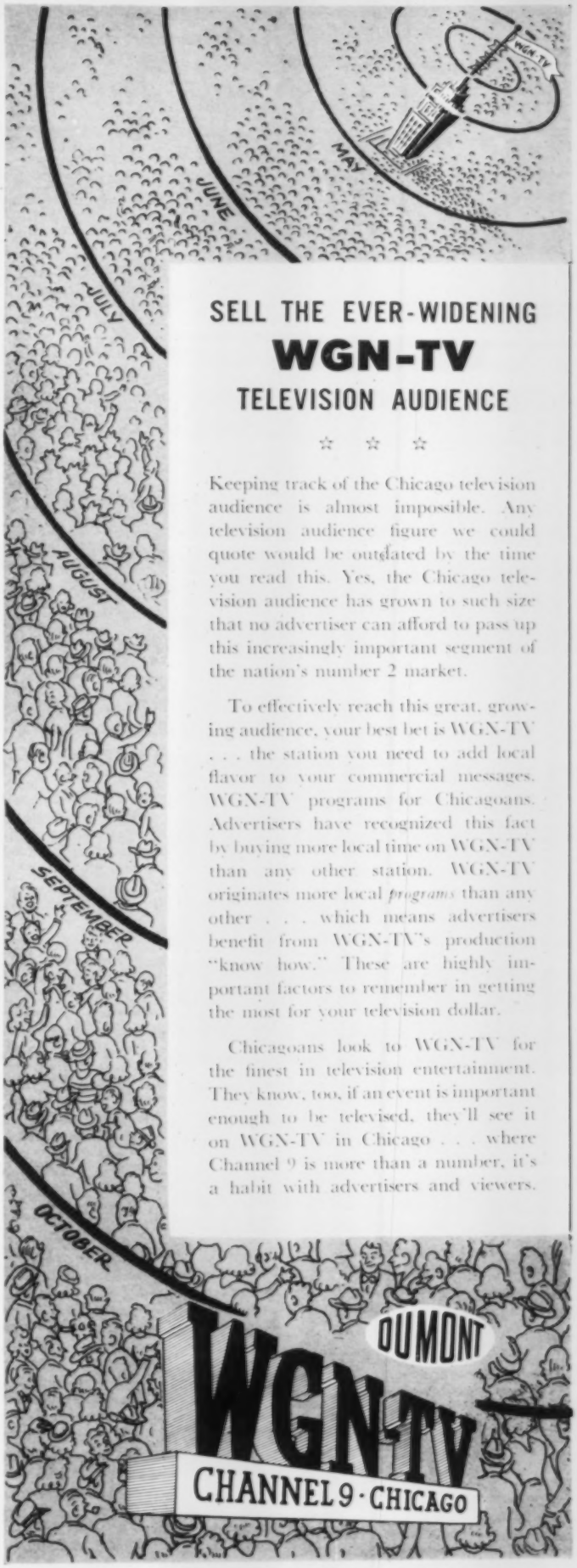
. . . The television freeze was instigated 14 months ago particularly for the purpose of investigating the effect of tropospheric transmission on the predicted service areas of television stations.

Since that time, new issues have been raised, particularly a priority system which puts the emphasis on coverage of area rather than population, the usability of the UHF, the definition of service areas on a statistical basis, and a possible change in the standards to provide for the use of color television.

All of these add up to a variegated ball of wax which must be molded into some acceptable shape before the industry can proceed. Unfortunately, there is little opportunity to turn back, because the issues are so intermixed. At one time it might have been possible to go back to the proposed allocation of May 1948 and show that the use of palliatives such as offset-carrier and directional receiving antennas would make a usable allocation without the necessity of venturing into the UHF.

However, adoption of the priority system would make such a move impossible. It is certain that no single decision can satisfy all, and it is possible that a criterion of a good decision is one which dissatisfies all elements approximately equally. There is no question but what the freeze was necessary. It will remain for posterity to determine whether its long continuance is constructive or destructive.

TITLE of "most outstanding video program of its kind on the air" has been given KECA-TV Hollywood's *The Ruggles*, domestic comedy program, by the Southern California Assn. for Better Radio and Television.



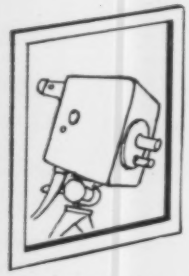
SELL THE EVER-WIDENING
WGN-TV
TELEVISION AUDIENCE

☆ ☆ ☆

Keeping track of the Chicago television audience is almost impossible. Any television audience figure we could quote would be outdated by the time you read this. Yes, the Chicago television audience has grown to such size that no advertiser can afford to pass up this increasingly important segment of the nation's number 2 market.

To effectively reach this great, growing audience, your best bet is WGN-TV . . . the station you need to add local flavor to your commercial messages. WGN-TV programs for Chicagoans. Advertisers have recognized this fact by buying more local time on WGN-TV than any other station. WGN-TV originates more local *programs* than any other . . . which means advertisers benefit from WGN-TV's production "know how." These are highly important factors to remember in getting the most for your television dollar.

Chicagoans look to WGN-TV for the finest in television entertainment. They know, too, if an event is important enough to be televised, they'll see it on WGN-TV in Chicago . . . where Channel 9 is more than a number, it's a habit with advertisers and viewers.



Reel Takes

ROBERT PHILIP NEWMAN

HE ENTERED electronics at the age of 16 via a Quaker Oats box and a couple of paper clips that constituted a crystal radio set. He entered motion pictures at 14 when he reassembled into a movie camera a French movie projector sent him from Europe by a missionary uncle. Both paths led him ultimately into television. And that's where Robert Philip Newman, president of Telepix Corp., Los Angeles, now stands.

His television film firm—started last year—has produced approximately 60 one-minute film commercials for television, both in 16mm and 35mm. Among his clients have been Louis Milani Co., Bullock's (department store), and King's Tropical Inn French Dressing. At the present time the firm is producing a series of 13 quarter-hour puzzle-type programs entitled *Teletrix*. A package of three five-minute films, *Telefunnies*, is scheduled for the near future.

Mr. NEWMAN

Bob is one of those rare souls found in Los Angeles—a native Angeleno. He was born there in 1908. Following graduation from local grammar and high schools, he obtained his A.B. in physics from the U. of California at Los Angeles in 1933.

While in college he utilized the knowledge he had gained of moving pictures in previous study and experimentation by producing a six-reel movie in 35mm with college talent for campus consumption. By this time he had discarded the well-worn French camera and purchased a 35mm Akeley model with which he shot the school play. The movie turned out to be a great success, with the freshman who took the leading female role (Andrea Leeds) ending up with a film contract at United Artists.

Not so successful was his first production with color film with which he had been experimenting. In conjunction with I. Magnin (department store) he filmed in color a fashion show to be shown at the college. During the showing of the program the film broke, was not repaired correctly and the models ended up with various-colored faces. (The student audience thinking they were getting a touch of surrealism, thought the effect most impressive).

After graduation Bob and a former 20th-Century-Fox personnel director went into independent production of one-reel travelogues in color. Following two years at that he left to join MGM where he spent the next several months writing "Pete Smith" comedies. Then followed a year as script writer and color cameraman on "Strange as It Seems" and "Columbia Tours," shorts for Columbia Pictures; three years at Walt Disney Studios directing "Donald Duck" cartoons; and three years with John Sutherland Productions producing various government films.

* * *

In 1946 he decided it was time he went into business for himself. At that point he and Edgar Wilkerson purchased the Eccles Recording Co., in which Bob still acts as manager and chief engineer. (Pollard Garrison purchased Mr. Wilkerson's interest in the firm in 1947.) The company does transcriptions, records shows for rebroadcasting.

By 1948 the growing temptation of television got the better of Bob, and Telepix came into being.

His photographic and electronic interests don't stop when he closes his office doors. For at home, he busies himself taking moving pictures of his wife (the former Virginia Hunt) and his son, Philip, 6. Also, he's thinking of new additions for his recently-completed combination radio-television-phonograph-recorder-playback and bookcase.

SRT-TV SRT-TV SRT-TV

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VIDEO PRACTICE

Noll Gives Operating Guide

TELEVISION FOR RADIOMEN. By Edward M. Noll. New York: The Macmillan Co. 595 pp. $7.

TECHNICAL and commercial aspects of television are reviewed in Mr. Noll's "practical guide to the construction, operation and servicing" of TV operations. Author's background consists of experience in both teaching the theory of television and as an operations technician for several TV and AM stations. He is a television instructor in the Technical Institute of Temple U. and has been associated in technical operations with WPTZ (TV) Philadelphia, WMRF Lewiston, Pa., WILM Wilmington, Del., and WEEU Reading, Pa.

Inside cover points out the book is a "complete, thorough, and up-to-date study of television for radio servicemen, practical electronic technicians in either plant or field work, the radio amateur and experimenter, and the technical school student." Principles and essential mathematics of TV, explanation of fundamental theories, and description of modern TV equipment offer the beginner and expert, alike, accurate understanding of construction and operation of television circuits and equipment. While emphasis is on receiver practice, transmission also is covered. Each step is presented in orderly sequence designed as "instruction course."

ESSAY CONTEST

FCBA To Judge TV Topic

SUBJECT of the 1949-1950 annual essay contest on communications law is "Legal Limitations on Television Programming," according to an announcement by the Federal Communications Bar Assn., sponsor of contest. The competition is open to law school students and $200 and $100 prizes will be given first and second place essays, respectively.

Topics suggested for study include control of program content directly and indirectly by the FCC; federal and statutory restrictions on program content, and right of privacy with respect to television broadcasts. Manuscripts should be submitted in triplicate and should not exceed 4,000 words in length. They should be sent to Publications Committee, Federal Communications Bar Assn., 632 Dupont Circle Bldg., Washington 6, D. C., on or before July 15, 1950, with the author's name, address, and law school on an attached separate sheet of paper.

THEATRE TV

Ranks Grow in FCC Appeal

ORGANIZATIONS representing more than 600 theatres in 14 states last week joined the ranks of petitioners seeking an FCC hearing to allocate frequencies and set up standards for a regular theatre television service [BROADCASTING, Nov. 14, Dec. 5].

The group included United Detroit Theatres, an applicant for a TV broadcasting station in Detroit. The company said it has made arrangements to offer theatre TV in that area and will push its plans "with as much vigor as possible" if FCC gives assurance, by rule-making, "that such efforts will not be frustrated." Many of the other petitioning organizations indicated similar plans.

The petitions reiterated that theatre TV would take television to many communities which will have no broadcast video service "in the foreseeable future." Theatre television, they continued, "offers a unique and unparalleled opportunity for local community service," is particularly well suited for certain types of high-cost productions, and "will permit a finer technical service than television broadcasting can make available," particularly if a broader bandwidth is established.

The petitioners: Martin Theatres of Florida, of Alabama, and of Georgia; Everett Enterprises Inc. of North and South Carolina; Greater Huntington Theatre Corp., Oak Ridge Theatres, and Capitol and Ferguson Theatres, of West Virginia and Tennessee; Independent Theatre Owners of Arkansas; the Kansas-Missouri Theatre Assn.; and Tri-States Theatre Corp., of Iowa, Illinois and Nebraska, and United Detroit.

Their petitions were filed by Marcus Cohn and Bernard Koteen of the Washington law firm of Cohn & Marks.

'Easy Aces' to DuMont

TV FILM show, *Easy Aces*, starring Jane and Goody Ace, is being carried by DuMont TV Network and WABD (TV) New York on Wednesday, 7:45-8 p.m., Ziv Television Productions Inc., series producer, announced last week. First program was telecast Dec. 14 with 18 DuMont stations, out of New York, carrying the show commercially for Phillips Soup sponsorship. Hudson Automobile dealers sponsor the WABD series handled through Aitken-Kynett Agency, Philadelphia. Assisting Mr. Ace in writing are George Foster and Mort Green. Eddie Hyland is chief cameraman.

TRANSMITTER, 5 kw, for NBC-TV programs relayed from New York delivered by General Electric Co. to WSYR-TV Syracuse, N. Y. Station is expected to air test pattern Feb. 15 and begin regular programming March 1.

BEST FILM

ATAS Awards Set For Jan. 24

TELEVISION films produced but not telecast in Hollywood will receive consideration for the "Best Television Film" category in the Academy of Television Arts and Sciences annual awards for highest television achievement.

Presentation of the awards in the form of "Emmy" statuettes will be made at the annual awards dinner scheduled tentatively for Jan. 24 in Hollywood.

Decision regarding the films was made at a recent meeting following protest by academy members against the ruling that would exclude many of their films that were produced in Hollywood but shown in other areas. In connection with the move a sub-committee was named to screen all such film entries. Don McNamara, television director of Telefilm Inc., was named to head the committee.

Hilly Sanders, vice president and radio and television director, Dan B. Miner Co., Los Angeles, is chairman of the Awards Nominating Committee, which will select three programs for each award category to be submitted for membership vote. Seven agency and a large number of television industry men are on the committee. They are:

Agencies—Leon Benson, J. Walter Thompson Co., Los Angeles; Don Lauritzen, Rockett & Lauritzen; Murray Bolen, Benton & Bowles; Fran Harris, Ruthrauff & Ryan Inc.; Jack Denyon, Biow Co., and Tom Scholts; Industry—William Quinn, So. Calif. Radio & Appliances Assn.; Jack Richards, Richards Radio & Television; Line Pelgram, radio & television, *Life* Magazine; William Leahy, Acme Labs.; Richard Ben, Los Angeles Chamber of Commerce; George Fogle, Crosby & Fogle, and Margaret W. Divizia, audio-visual supervisor, Los Angeles City Schools.

Awards will be made in the following 10 categories:

Best live show; best kinescoped show; most outstanding live personality; most outstanding kinescoped personality; best film made and viewed for television in 1949 (now to include films previously viewed on television in other localities); best commercial made for television (three minute or under) live, film or kinescope; best children's program; technical award (chosen by technical committee of academy after consideration of all technical achievements brought to its attention in 1949); citation achievement (inscribed plaque) for "outstanding overall achievement in 1949."

Completed also at the meeting was the nomination of officers for the coming year. Election is to be made by mail and results announced at the Dec. 20 business meeting. Nominated were:

President, Hal Roach Jr.; vice president, Ray Montfort, Rita La Roy, Gordon Wright, Russel Furse, Syd Cassyd, Mike Stokey; treasurer, Robert L. Packham Jr., Sid Solow, Don Forbes, Ord Cassyd; secretary-treasurer, Irene Hagge, Betty Van Werden, Joyce James; secretary, Harry Witt, Betty Sears, Adele Ullman, Joe Kay.

TV Fund Inc. Reports

NET ASSETS of Television Fund Inc., Chicago, after its first year of operation, totaled $2,780,795.58 Oct. 31, with investments at market value, President Chester D. Tripp has told stockholders.

FIRST anniversary of B. F. Goodrich Co. sponsored ABC telecasts of *Celebrity Time* is heralded with a one-candle birthday cake presented at a New York party Nov. 6, date of the anniversary telecast. L to r are Mark Woods, president of ABC; Conrad Nagel, program m. c., and John L. Collyer, B. F. Goodrich Co. president.

WRITERS STATUS

TWG Changed to 'Group'

STATUS of the Television Writers Guild was altered Dec. 7 by a unanimous resolution of the Authors League Council, its parent body, which changed the TWG from a "guild" to a "group."

The decision to do so was taken because Radio Writers Guild opposed admission of TWG to membership in Authors League and because Screen Writers Guild disputed TWG's right to bargain for writers of television films.

The resolution said:

"Whereas the group formed as the Television Writers Guild can not at present become a member of the Authors League by reason of the opposition of other member guild or guilds and whereas a group of television writers has already been organized, now therefore be it resolved that the former Television Writers Guild be hereafter named and be recognized as a Television Writers Group of the Authors League and proceed to acquire members for such group. The foregoing shall be without prejudice to any question of jurisdiction."

Meanwhile, the National Television Committee, by an agreement of last July, continued to exercise temporary authority over Television Writers. That committee, comprised of representatives from all the Authors League guilds, is divided in east and west halves of 13 members each. Each half has held two meetings in an effort to work out demands to be presented to the television industry. It is expected that it will not be until at least some time in March before negotiations will start.

WFIL-TV Daytime

WFIL-TV Philadelphia moved into the daytime TV picture on Dec. 12 by inaugurating a Monday-through-Friday lineup of shows running from noon to 4 p.m. Shows aired include: George F. Putnam's *Headline Clues;* Johnny Olsen's *Rumpus Room; Okay Mother;* a man-on-the-street show with Margaret Johnson as singer; *Shoppers Matinee;* a fashion show from New York's Waldorf-Astoria; in-school programs with Billy Penn, m.c., and *Science Is Fun.* Heretofore, WFIL-TV's broadcasts began in late afternoon.

Film Report

HAL LINKER, production director of **International Films**, Hollywood, currently preparing 50 12-minute TV films for educational purposes. Series will depict interesting scenes filmed by Mr. Linker during his recent around-the-world trip. Entitled *World Traveler*, films will be distributed nationally. . . . **Vance Van Dine**, representative for **F. W. Gabourie & Assoc.**, Hollywood, goes to New York Jan. 1 to head firm's branch office there.

Sarra, Chicago, will do 20-second and one-minute film spots for **Perk Foods Co.**, Chicago (dog food). Commercials will acquaint televiewers with firm's "Dogs for the Blind" offer conducted in cooperation with the **Master Eye Foundation. John L. Sinykin**, dog trainer and training director of foundation, is technical director. . . . KFI-TV Los Angeles has started telecasting **Disc Jocketts**, production of **Stellar Productions**, 6532 Sunset Blvd., Hollywood.

Telefilm Inc., Hollywood, has produced two-minute prologues for **Pierce Bros. Mortuary** (Los Angeles), for its film "Christmas Carol" to be telecast on Los Angeles stations. Agency: **Philip J. Meany**, Los Angeles. Same firm doing three one-minute spots for **Hoffman Radio & Television Corp.**, Los Angeles (television sets). Agency: **Walter McCreery Inc.**, Beverly Hills. Telefilm also has completed one-minute film spot for **Lamonte Jigsaw** (circular saw). **Frank Ford**, Los Angeles, is agency.

* * *

Hancock Oil Co. of Calif., Long Beach, has purchased series of 26 12½-minute television adventure films from **General Television Enterprises** (distributor) for placement on KNBH(TV) Hollywood Jan. 1. First 13 in series were produced by **Teleplay Productions** and second by **Ace Productions**, both Hollywood, and were sponsored on 24 NBC eastern stations by Procter & Gamble on *Fireside Theatre*. **Five Star Productions**, Los Angeles, is preparing opening and closing films plus one spot commercial for the West Coast series. **Fran Harris** is assisting on production for Hancock Agency: **Ruthrauff & Ryan Inc.**, Hollywood.

United Productions of America, Burbank, Calif., has completed series of four animated cartoons for TV for **Pond's Tissues.** Films will be distributed nationally for telecasting week of Jan. 1. Agency: **J. Walter Thompson Co.**, Los Angeles. Firm also recently delivered second series of nine 20-second commercials for TV for **Ford Motor Co.** through same agency.

12½ minute films entitled "Fortune Quiz" planned by **Telemount Productions**, Los Angeles. Format is quiz on astrology.

Filming is underway by **Filmtone**, Los Angeles, of "Dick Tracy" series following earlier arrangements between studios and **K. P. Palmer**, who held film rights to series. Fifty-two 22-minute programs based on fictional detective will be produced for television, with each segment said to cost approximately $3,000. **Ralph Byrd**, "Dick Tracy" of movie version, will play lead. Mr. Palmer is writer and major producer of TV series; **J. M. Alkow** is supervising production.

INS NEWSREEL

Newspaper Sponsors Set

FIRST newspaper sponsorships of the Telenews-INS daily and weekly newsreels have been announced by International News Service.

The *Miami* (Fla.) *Herald* signed effective Dec. 11, on WTVJ (TV) Miami, with reels incorporated in the first weekly television news roundup for south Florida, under production supervision of the TV staffs of the newspaper and its affiliated station, WQAM-AM-FM Miami. WTVJ (TV) is owned and operated by Wometco Theatres, a local chain. The *Columbus* (Ohio) *Dispatch* has contracted for both the daily and weekly reels on WBNS-TV, the paper's affiliated station.

Sell

THE NINTH LARGEST TV MARKET with

WLW-T CHANNEL 4 CINCINNATI

WLW-C CHANNEL 3 COLUMBUS

WLW-D CHANNEL 5 DAYTON

3,030,100 Population
80,250 TV Sets

Crosley Broadcasting Corporation

CINCINNATI 2, OHIO

Whispering Campaign

STATIONS in the nation's capital have proved that a whispering campaign need not be harmfully intended. Just that kind of a campaign was started in the area early in October. It was directed as a forerunner for Phillips Radio and Television opening of a new store which resulted, in the opinion of all concerned, in a complete success both in point of traffic and dollar volume. Thirty-two times a day, the transcribed voice of High Guidi, WTOP Washington announcer, informed listeners of six AM stations of an approaching event. "It's coming," he announced in a barely audible whisper, "TV heaven at six-eleven." Four TV stations joined the campaign with the same message and soon scores of listeners and viewers had telephoned the stations to discover the secret. On Nov. 30, the secret was disclosed on all stations—the new Phillips store at 611 Seventh St. N. W. Campaign was conceived by I. T. Cohen Adv., Washington, Phillips Agency.

PATENT BATTLE

DuMont Files Added Suit

THIRD SUIT in the patent battle between RCA and DuMont started last week when DuMont sought a declaratory judgment before U. S. District Court, Wilmington, Del., asking decree that DuMont television receivers and cathode ray tubes do not infringe RCA patents and that RCA patents are invalid and unenforceable.

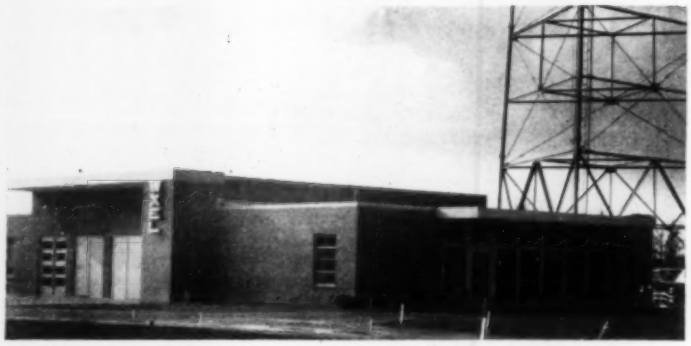
Pending before the same court is another DuMont action seeking to have all DuMont equipment, including transmitters, declared non-infringing. The legal battle opened March 22, 1948, when RCA filed suit in U. S. District Court in Los Angeles charging DuMont, Paramount Pictures, Television Productions Inc. and three DuMont theatres with infringing patents on video receivers and cathode ray tubes. In that action, DuMont counter-claimed the infringement was of its patents.

ALL-NIGHT SHOW

WCPO-TV Aids Fund Drive

ALL-NIGHT video show, Cincinnati's first and produced by WCPO-TV on Dec. 10, rang up $10,000 in pledges for "Mile O' Dimes," annual local affair to raise funds at Christmas time for needy children.

Entire WCPO-TV talent and production staff was employed to keep a running telecast of a full night's entertainment, backed up by show people from Greater Cincinnati night clubs and amateurs from Harris Rosedale's talent school.



WXEL (TV)'s studio and transmitter building in Cleveland, Ohio.

* * *

WXEL (TV) BOW

Is Cleveland's Third Outlet

CLEVELAND's third television station, WXEL (TV) on Channel 9, began commercial operations Saturday (Dec. 17) with industry and local dignitaries on hand for dedication ceremonies.

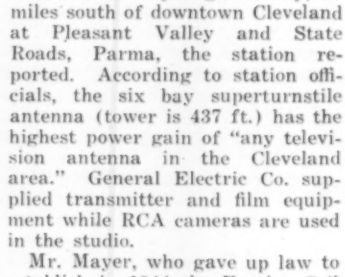
Officials from the DuMont TV Network, with which WXEL has a primary affiliation agreement, RCA, Capehart-Farnsworth, and state and local political leaders attended the opening. Afternoon events at the station and dinner that evening at the Hotel Cleveland were telecast.

Herbert Mayer, president of Empire Coil Co. and WXEL owner, president and general manager, released the station's rate card which has a basic evening hour gross rate of $500 and a spot rate of $60. Also announced is the latest estimate of TV sets in the northeastern Ohio area at over 117,000. In addition to DuMont programs, WXEL will carry ABC, Paramount and WPIX (TV) New York features.

WXEL's transmitter and studio were erected under supervision of Ben Adler, radio and TV consulting engineer, on highest terrain available in Cuyahoga County, 10 miles south of downtown Cleveland at Pleasant Valley and State Roads, Parma, the station reported. According to station officials, the six bay superturnstile antenna (tower is 437 ft.) has the highest power gain of "any television antenna in the Cleveland area." General Electric Co. supplied transmitter and film equipment while RCA cameras are used in the studio.

Mr. Mayer, who gave up law to establish in 1944 the Empire Coil Co., manufacturer of television set components, was authorized construction for WXEL in 1947. Executive staff also includes: Franklin Snyder, commercial manager; Russell Speirs, program director, and Thomas Friedman, chief engineer. Barbara Snyder handles public relations.

* * *



HERBERT MAYER (l), president of the Empire Coil Co., owner of WXEL (TV) Cleveland, and Commdr. Mortimer W. Loewi, director of the DuMont TV Network, contract to add WXEL to the network, effective last Saturday, Dec. 17. WXEL has replaced WEWS (TV) as DuMont's Cleveland outlet.

CATHODE TUBES

Mark Rise in Set Sales

SALES of television receiver cathode tubes in October reached an annual rate of 5,500,000, indicating a sharp increase in TV set production in November and December, according to figures reported by Radio Mfrs. Assn. for its member companies.

Trend toward larger picture screens is shown, with tubes of 12 through 13.9 inches comprising 48% of all October sales to equipment manufacturers. Tubes 9 through 11.9 inches accounted for 30.8% of sales and tubes above 14 inches for 17%. Tubes under 6 inches and 6 through 8.9 inches comprised only 3.4 and projection type tubes represented .02% of October sales.

October TV receiver tube sales totaled 456,375 units valued at $11,719,674 compared to a third quarter monthly average of 216,274 units valued at $5,718,150, or increases of 111% and 105% respectively.

Sales of TV cathode tubes totaled 2,585,585 units valued at $73,959,136 during the first 10 months of 1949, of which 2,423,589 units valued at $69,352,495 represented sales to set manufacturers. Sales of all other types of cathode ray tubes in October, including oscillographs, camera pickups, etc., amounted to 5,880 units valued at $318,509.

RMA has changed from quarterly to monthly statistical compilations of TV picture tube sales, which are compiled by its Tube Division.

TV HEARINGS

Loucks Sees Long Period

PHILIP G. LOUCKS, Washington radio attorney and former managing director of NAB, told the York, Pa., Rotary Club Dec. 7 that it is "doubtful" that FCC's far-reaching television proceedings can be completed before "the latter part of next year."

"Only after final decisions are reached will the current 'freeze' be lifted," he predicted in a speech reviewing the background and progress of the TV situation, including the color sessions already held and the scheduled UHF allocation hearings.

When the color study has been completed, he said, "it is expected that standards for color will be added to those for black-and-white and both systems will advance rapidly." He called attention to FCC's "compatibility" theory on color to support his belief that "there is slight danger that your present set will become obsolete."

Mr. Loucks reassured the York group that "your sound receiver, whether AM or FM, will serve you for many years to come. Sound broadcasting will continue to render its important service to listeners and advertisers alike for many years and I do not believe that anyone in this room will live to see its demise.

"Television, after its present allocation problems are solved, will develop rapidly to be sure, but I for one cannot foresee the time when it will displace its older radio companion, sound broadcasting."

RUBY CO. PLANS

Film Editing Rooms Set

RUBY Co., New York, which sells and leases equipment to film producers, is building new editing rooms which will be available to television film produeers at daily, weekly or monthly rates, it was announced last week by Edward Ruby, company president.

The editing rooms will be equipped with the latest equipment needed for the purpose and will be air-conditioned and soundproofed, Mr. Ruby said. The new service will operate under a subsidiary, Ruby Editorial Service Inc., 729 Seventh Ave., New York.

CBS-TV Operas

CBS-TV will inaugurate telecasts of the *Opera Television Theatre*, starting Sunday, Jan. 1. The network, which acquired exclusive television rights to the theatre's productions, of which baritone Lawrence Tibbett is artistic director and Henry Souvaine managing director, will present other performances on a so-far unscheduled basis on succeeding occasions. First presentation is to be Bizet's "Carmen," with Gladys Swarthout in the title role, Robert Merrill as Escamillo and Robert Rounsevelle as Don Jose. Mr. Tibbett will be narrator.

WOAI-TV DEBUT

Ceremonies Herald Dec. 11 Opening

WOAI-TV San Antonio bowed in as the first television outlet in South and central Texas Dec. 11 amid formal ceremonies which drew representatives from the radio, publishing and other fields, as well as civic and military officials.

Hugh A. L. Halff, president and general manager of WOAI-AM-TV, opened the dedicatory ceremonies with a tribute to G. A. C. Halff, chairman of the board of Southland Industries Inc., owner and operator of the stations, for providing the area with television facilities. WOAI-TV operates on Channel 4 (66-72 mc) with 21.6 kw visual, 10.8 aural power.

Mr. Halff also introduced San Antonio Mayor Jack White, who proclaimed Dec. 11 as T-Day and the ensuing week as Television Week in the city. Other speakers were Congressman Paul J. Kilday (D-Tex.), U. S. Army and Air Force officials, and Charles L. Jeffers, engineering director for WOAI-AM-TV.

Inaugural program included a documentary film, "WOAI-TV is Born,"; a full-hour variety show, *Curtain Time*, consisting of local live talent, and film programs. The documentary depicted construction and installation phases of the station from the breaking of ground last February to T-Day. Programs were directed by J. R. Duncan, WOAI-TV program director, and produced by Dick Perry, production manager. Telecasts were viewed on TV receivers installed in studio viewing rooms and a cocktail lounge improvised for the occasion.

OFFICIAL proclamation designating Dec. 11 as T-Day in San Antonio is signed by Mayor Jack White in the office of Hugh A. L. Halff (standing), president and general manager of WOAI-AM-TV, who beams his obvious approval. Proclamation was read during dedicatory ceremonies which heralded formal opening of WOAI-TV on Channel 4.

THREE happy ladies—"television widows" during the past six months of construction work and testing at WOAI-TV San Antonio—watch the dedicatory ceremonies which marked opening of Texas' new television outlet. L to r: Mrs. Harry Pennington Jr.; Mrs. Hugh A. L. Halff, wife of WOAI-TV's president and general manager, and Mrs. Charles L. Jeffers, wife of station's dir. of engineering.

Coaxial Allocations

THE present set-up of coaxial cable time allocations among the four TV networks will be continued into 1950 by mutual agreement, it has been learned. Division of facilities, not sufficient at this time to provide fulltime New York-Chicago service to each network, was planned last summer for the fall season, Sept. 1 through the remainder of the year, but has worked out so well it will be continued unchanged for an indefinite period, possibly until the opening of AT&T New York-Chicago radio relay circuit sometime next year, when there will be enough TV circuits for everyone.

Chicago Council Plans

SECOND national conference of the Chicago Television Council is being planned for March 6-8 at the Palmer House, where the first such meeting was held last year. Eleven panel discussions have been scheduled for technical, production and programming phases of TV. Each of three luncheons will feature a nationally-known TV authority, according to Pres. George Harvey, sales mgr. of WGN-TV Chicago.

CANADIAN TV

Gets Parliament Approval

TELEVISION in Canada has been given the green light with approval by Parliament, early in December, of a $4,500,000 loan to Canadian Broadcasting Corp., for construction of its first two 5 kw video transmitters and studios for Toronto and Montreal. Toronto's station will be built at CBC headquarters on downtown Jarvis St., while Montreal's transmitter will be on Mount Royal.

Estimated cost of installation of the Toronto transmitter and 560 ft. tower is $184,000 and the Montreal transmitter is $204,000. Total capital expenditures will amount to $3,600,000, while $195,000 would be spent on training staff, $470,000 on experimental technical operation and a contingency fund of $235,000. Announcement has not been made yet on the firm to receive the contract. Transmitters are expected to be in operation about September 1951.

Dr. J. J. McCann, Minister of National Revenue, under whose department CBC operates, told Parliament there is no intention to keep private enterprise out of TV but there has been a lack of response by applicants in the cities to pool their resources for transmitter construction. Of five frequencies assigned Montreal, he said, two will be retained by CBC and of three in Toronto, CBC will have one. Government expects CBC TV operations for the first few years to cost $10 million, necessitating further loans to CBC since costs are expected to exceed revenue.

ZOOMAR Lens purchased for use in remote sporting event pick-ups and studio productions by WBZ-TV Boston.

DC-3 RESCUE

NBC On Spot for TV Pickup

CRACKUP of a Capital Airlines DC-3 in the Potomac River near Washington's National Airport Dec. 12, killing four persons, was covered on-the-spot by WNBW-NBC (TV) Washington. Live coverage was said to be the first of its kind in TV history. Station picked-up dramatic rescue operations launched from Bolling Field Air Base for the 19 survivors.

WNBW's mobile unit and trailer power generator were rushed to the scene and began transmitting pictures shortly after midnight, three hours after the crash. Technical Director Charles Colledge strung wire to a field telephone booth while risky assignment was undertaken by Archie De Veaux, station rigger, who scaled WNBW's Wardman Park Hotel transmitter tower in rain and fog to install in less than an hour a microwave receiving dise that had been removed for repairs.

Normal sign-off Monday at 10:30 p.m. was filled until rescue pick-up with film shorts and bulletins on progress of operations. Special network feed was delayed temporarily because of audio difficulties but cleared for a 12:35 to 1:15 a.m. telecast. Station reports picture signal good despite weather conditions and irregular current provided by portable generation. Mr. Colledge directed technical arrangements while Program Manager Ralph Burgin described rescue activities and interviewed personnel on crash boats. Arthur Barriault, NBC reporter, broadcast a special program to NBC radio at 11:15 p.m. as a portion of NBC *World News Roundup*.

WHAT YOU SHOULD KNOW ABOUT TB RESEARCH

In universities and laboratories throughout the country, America's scientists are conducting an unceasing war against tuberculosis. This year alone, more than 22 separate yet coordinated studies are being aided by the National Tuberculosis Association and its affiliates — *made possible by your purchase of Christmas Seals.*

Under investigation are such questions as the chemistry and virulence of the tuberculosis germ, factors influencing the course of early tuberculosis, the reason some strains of germs become resistant to streptomycin, and the effectiveness of a combination of drugs in tuberculosis treatment.

Since 1904, the overall TB program has helped cut the death rate by *eighty-five per cent* — yet TB still kills more people between 15 and 34 than any other disease.

So, please, buy and use Christmas Seals — send in your contribution, today.

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Wind up your Holiday gift-giving quickly and inexpensively by listing your clients, staff members, prospective advertisers, radio friends on handy-order form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions start with December 26 issue.

Remember, when you give BROADCASTING • TELECASTING you give the finest in radio for 52 weeks, plus the big 3½ lb. 1950 Yearbook.

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Note: Your own subscription may be renewed as part of this order. Simply list it first, as addressed, and we'll extend the subscription for one year from its present expiration. Special prices apply to both new and renewal subscriptions.

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The Newsweekly of Radio and Television

Telecasting
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Programs

TUL 'CITY REPORT'

Esau Defends Forum Airing

ROADCAST by KTUL Tulsa, kla., of activities of municipal overnment, has been upheld by hn Esau, KTUL vice president d general manager, after a de- and by a Republican party leader at the CBS station's local pro- ram *City Report* be discontinued. John L. Stanley, GOP city chair- an, complained that the program, hich has been on the air since e present city administration took fice in 1948, is "political." Mr. sau replied that the program has ways been impartial, and he re- ted the Republican demand, de- ite a threat by Mr. Stanley and rty leaders to enter a formal mplaint with the FCC. *City port* is aired each Sunday night th various city officials explain- z departmental functions. Ac- rding to the station it is a non- rtisan, public interest forum.

TC SETS DATES

Advertisers May Reargue

EDERAL Trade Commission has new dates for reargruments on nding undecided cases involving vertisers who may desire to tify again because of recent rsonnel changes in FTC mem- rship. Reargument is not re- ired and transcripts of previous timony and record of action will accepted, the commission said. FTC listed these advertisers, all rged with misrepresentation of rtising: Philip Morris & Co. d. (cigarettes, smoking tobacco), Jan. 4; Procter & Gamble Co. el liquid dentifrice), for Jan. and Carter Products Inc. arter's Little Liver Pills), for n. 30. Twenty-seven other re- ndents also were given oppor- nity to reargue their cases.

EFFECTIVE series of child guidance broadcasts has been inaugurated on KRNT Des Moines, Iowa. Series, called *Greater Horizons*, devotes 15 minutes to dramatization of actual juvenile case from files of Child Guidance Dept. of Iowa. Last half of show contains discussion period, featuring college and university guidance experts and state authorities. Problems posed in particular case just heard are generalized and possible solutions offered. Series is produced and directed by Charles Miller, KRNT's program director.

Spot Coverage

FIRE in house directly across street from WINX Washington studios recently was covered by Announcer Milton Grant, who discovered it, and Disc M.C. Sam Brown who aired bulletins while firemen were arriving. Other station personnel interviewed persons on the scene and relayed close-up information to Mr. Grant, thus giving WINX listeners almost instantaneous coverage.

Chemical Headlines

NEW series on WSYR Syracuse, N. Y., is jointly produced by Syracuse U. radio and chemistry departments. Shows focus attention on latest developments in chemistry and are titled *Headlines In Chemistry*. Interviews with commercial chemists point up practical aspects of such things as atomic energy, anti-histamines and cortisone. Program is aired Sunday at noon.

Old Game on TV

ABBREVIATED form of rugged game played by Canadian Indians is currently being sponsored by Gunther Brewing Co. on WBAL-TV Baltimore. Box Lacrosse is played in local armory with small teams. Participants are teams from local colleges. Though game is far cry from older form, in which teams of between 75 and 200 men participated, much action is anticipated weekly. Nick Campofreda is handling vocal side of telecasts.

Prompt News Airings

ON-THE-SPOT recordings of important news breaks appear often in WTIC Hartford, Conn., newscasts within minutes after events occur. Recent "scoop" was airing of interim appointment by Gov. Chester Bowles of William Benton as U. S. Senator from Connecticut. Mr. Benton's verbal acceptance was broadcast by station as well as recording of Mrs. Benton's reactions. Latter was carried on *Radio Bazaar*, daily show for women. Recordings were made with portable equipment in executive chambers at State Capitol with Program Manager Harvey Olson in charge.

Pupil's Program

SHOW in which talent from Philadelphia public school was utilized recently was aired over WPTZ (TV) Philadelphia for meeting of Philadelphia Home and School Council. Large screen and several smaller receiving units were set up in Board of Education auditorium for viewing of show by those attending meeting. Interviews with displaced children attending local schools were featured and children demonstrated dance manners for teenagers. Speakers told delegates of adaptation of TV for classroom use.

Institutional Approach

NEW kind of public service series on WQQW Washington is sponsored by R. Mars Contract Co., furniture wholesaler in that city. Daily 15-minute show is purchased by firm, which, in turn, makes time available to any qualified group with a public service story. Show is titled *Men from Mars*. Idea originated with James R. Connor, advertising and promotion director of Mars Co. Company also sponsors *Viewpoint—The Washington Forum of the Air*, Sunday feature on WQQW for over a year.

PEABODY AWARDS

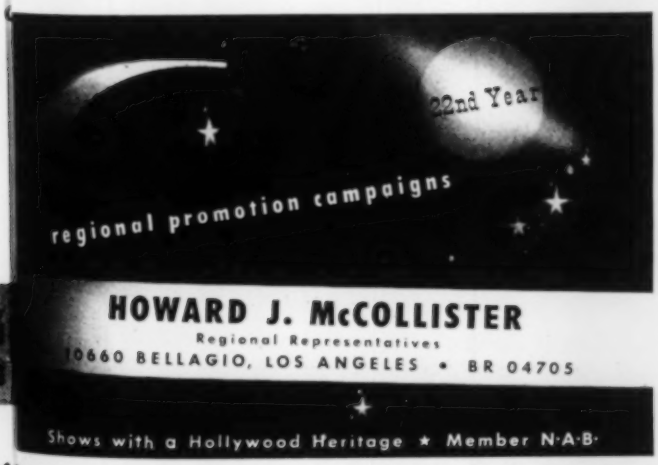
Entry Deadline Is Jan. 9

ENTRIES for the annual George Foster Peabody Radio and Television Awards are now being received at the Henry W. Grady School of Journalism at the U. of Georgia, according to Dean John E. Drewry of the Grady School. Final date for entries, which are to be based on 1949 broadcasts, has been set for Jan. 9, 1950.

The Peabody Awards are for outstanding service and excellence of programs. For the first time, television awards will be made. The awards will be announced at a meeting of the Radio Executives Club of New York, May 4, by Edward Weeks, editor of the *Atlantic Monthly* and Peabody board chairman, and Dean Drewry.

Sports Co-op Series

JACKIE ROBINSON, Brooklyn Dodgers baseball star, will open a new sports program on ABC starting Jan. 22. *Jackie Robinson Show* will be aired Sunday, 10:30-10:45 p.m. and will be offered by ABC to local sponsors on a cooperative basis.



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PHIL HARRIS
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St. James Infirmary
DJ-818

VAUGHN MONROE
So This Is Love
There's No One Here But Me
DJ-816

* "DJ" records are special pressings—for radio station use only!

RCA VICTOR RECORDS

THE 'WHO-AND-WHAT' OF LISTENERS

KSMO Finds Answers in Six-Months Survey

DEFINITE, tangible evidence of who radio listeners are, how much they listen, what they do and what their living habits are, has been obtained from a six-months study, according to General Manager George Arnold of KSMO San Francisco.

After assuming management of the station, Mr. Arnold said it became his immediate objective to get the facts about the KSMO audience circulation. "We wanted conservative information," Mr. Arnold stated, "upon which agencies and clients could rely. Just talk, glamour, reputation or personalities are not enough to help guide in buying advertising media."

Four thousand questionnaires were sent out by direct mail asking people how many hours each day they listened to KSMO. Of these questionnaires, more than 1,200, or 30% were completed and returned to the station. All had been distributed on a percentage basis according to population.

Here are some facts KSMO found about its listeners: 27% classify themselves in the professional field, 20% are students, 7.2% education, 6.9% clerical; 54% tune KSMO at least three times per week in the morning, 44.2% in the afternoon, 86.4% in the evening; 3.4% own a TV set now and 9.1% state they will buy within a year or are considering; 47.6% are home-owners, 10.9% rent homes, 30% live in apartments; 13.9% have two or more cars within the family; 22.9% mention using trains for travel, 21.5% planes and 47.9% automobiles; more than half (54.7%) of these respondents dine out at least once or twice a week.

WTJH OPENS

New Georgia Daytimer Begins

SERVING a primary group of three communities, WTJH East Point, Ga., went on the air last Thursday. The station is owned and operated by James S. Rivers. A daytime outlet, WTJH operates on 1260 kc with 1 kw.

Mr. Rivers said programs would emphasize religious topics, hillbilly and popular music, children's shows and newscasts. Besides East Point, WTJH also serves College Park and Hapeville.

RADIO and television professionals in Chicago are available as speakers to civic, church and social groups through plan instigated by Headline Club, local chapter of Sigma Delta Chi, professional journalism fraternity.

CBC APPROVALS

CFCF Gets Separate AM-FM

FIRST separate AM and FM operation of a Canadian station was approved by the board of governors of Canadian Broadcasting Corp. for CFCF Montreal, at the December CBC board meeting at Montreal. CFCF and CFCF-FM will be licensed as separate commercial broadcasting stations. CFCF-FM has for some months been operating an experimental FM program service.

At same board meeting new AM licenses were recommended for Shawinigan Falls, Que., with power of 1 kw on 1220 kc to the Shawinigan Falls Broadcasting Co. Ltd., and for Radio La Sarre Inc., La Sarre, Que., for 250 w on 1240 kc and affiliation with the French network.

KCOL PROMOTES

New 'Blanket' Coverage

"TEASER" announcements were aired by KCOL Fort Collins, Col., at all station breaks and promotion pieces were distributed heralding the station's power increase from 250 w to 1 kw and move from 1400 kc to 1410 kc last week.

KCOL, licensed to Northern Colorado Broadcasting Co., told listeners to "look for the new blanket. What is the new blanket? The new blanket is coming soon. . . ." Station then explained it meant coverage of the Northeastern Colorado area and launched 25 contests in which wool blankets were awarded as prizes the day station went to 1 kw fulltime. In addition, KCOL sent out a promotion piece announcing a new monthly publication, *The KCOL Blanket*, which was first issued last week. Included are news of the station, pictures, success stories, availabilities and other features.

DIRECTORS of Motorola Inc., Chicago, voted 50% increase in its regular quarterly dividend, from 25¢ to 37½¢ a share. Special year-end dividend of 37½¢ a share also was declared, bringing total dividends for year to $1.50, compared with $1.25 in 1948.

Technical

DANIEL H. SMITH, appointed technical director of Mutual Broadcasting System with offices at WCSH Portland, system's key station. He was previously with Western Electric and Graybar Electric, New York, in field engineering and broadcast sales engineering assignments, and has 17 years engineering experience.

ROBERT L. HARRELL resigns as chief engineer of WKAN and WKIL (FM) Kankakee, Ill., to become chief engineer at KMOD Modesto, Cal. RICHARD ECKELS succeeds him at WKAN and WKIL.

JOHN WARREN HALLAM, graduate of Capitol Radio Engineering Institute, Washington, joins engineering staff of WSTV Steubenville, Ohio.

DON ANDERSON appointed chief engineer for KJR Seattle. L. S. BOOKWALTER, former chief engineer for KJR and KOIN Portland, becomes director of engineering for the Seattle station. Mr. Bookwalter, who continues as chief engineer for KOIN as well as director of engineering for the two Marshall Field stations, will maintain his headquarters in Portland and will work in advisory capacity with Mr. Anderson and CLARENCE CLARK, KJR studio supervisor.

JAMES E. BRADY, camera control engineer on CBS-TV *Ed Wynn Show*, and MARDI ANDERSON, production secretary on show, were married Dec. 9.

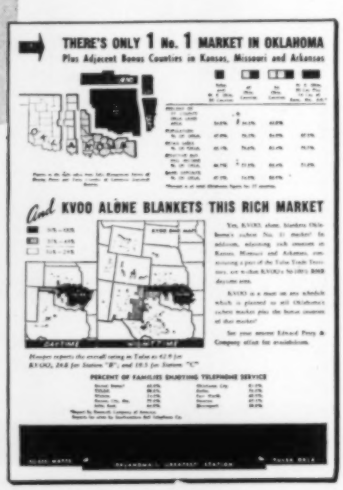
DANIEL BRECHNER, engineer for WWDC Washington, is the father of a girl, Deborah Ann, born Dec. 2.

RCA ENGINEERING PRODUCTS Dept., Camden, N. J., (sound products section) announces new line of radio and sound distribution systems especially designed for hotel installations. Systems are built around six essential "blocks" with standard tuner kit including both FM and AM reception.

WOUI (FM) Debut

THEODORE C. STREIBERT, WOR New York president, participated last Tuesday in the inauguration ceremonies of WOUI (FM) Athens, Ohio U. station. Mr. Streibert was the guest of John C. Baker, university president, who presided at the ceremonies. WOUI is a 10 w station, operating on 88.1 mc.

Consumer Market data PLUS


THERE'S ONLY 1 No. 1 MARKET IN OKLAHOMA
Plus Adjacent Bonus Counties in Kansas, Missouri and Arkansas
And KVOO ALONE BLANKETS THIS RICH MARKET
PERCENT OF FAMILIES SHARING TELEPHONE SERVICE

SRDS CONSUMER MARKETS gives all the up-to-date figures market and media men regularly use in selecting state, county, and city markets for consumer products.

A *national advertising manager* writes: "We are using it to lay out sales quotas and advertising plans." . . . An *account executive* writes: "More information than I have ever seen in a single market data book." . . . A *time buyer* writes: "Has figures on farm radio homes and markets I have been looking for for years."

The PLUS factor is the *Service-Ads* of many media (like the KVOO *Service-Ad* shown here).

This is one of 258 *Service-Ads* in the 1949-1950 CONSUMER MARKETS.

They supplement and expand local market data with additional useful information.

Send for Full Explanation folder describing the full scope of CONSUMER MARKETS.

Consumer Markets
A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • San Francisco • Los Angeles

GL-5814
This tube is similar to the 12AU7. Improved heater design with a somewhat higher heater current.

GL-5751
Similar to the 12AX7, except that amplification factor is 70. Improved heater design with somewhat higher heater current.

GL-5670
Similar to the 2C51 except for improved heater design and a somewhat higher heater current.

GL-5654
7-pin miniature high-frequency pentode. Electrically the same as the 6AK5.

Pinpoint-designed for Specific Needs!

GENERAL ELECTRIC CUSTOM MINIATURES ON THE JOB FOR AVIATION— STANDING BY TO WORK FOR YOU!

RELIABILITY is the one big feature common to the four tubes shown here. First of a growing family of General Electric miniatures designed and built to order for specific jobs, these tubes now are at work for commercial airlines in altimeters, radio compasses, radio control equipment, and high-frequency aircraft radio receivers.

Each tube receives 50 hours of operation under Class A conditions. As an added control, samples regularly are selected and subjected to a life test in which the tube is operated normally but intermittently by turning the heaters on and off at one-minute intervals. These unusually exacting tests are made to avoid early life failures, and to assure that tube performance will be in line with ratings consistently.

Aviation is but one of many industries to which G-E Custom Miniatures are adapted, and for which General Electric special design and production facilities are available. Why not use these tubes for superior performance in *your* next design? Wire or write *General Electric Company, Electronics Department, Schenectady 5, New York.*

TYPE GL-5814

Heater voltage, a-c or d-c series	12.6 v
Heater current	0.175 amp
or	
Heater voltage, a-c or d-c parallel	6.3 v
Heater current	0.350 amp
Max ratings, design center values, each triode section:	
plate voltage	300 v
plate dissipation	2.75 w
Typical operation, each section:	
plate voltage	250 v
grid-bias voltage	8.5 v
amplification factor	17
plate resistance	7,700 ohms
transconductance	2,200 micromhos
plate current	10.5 ma

TYPE GL-5751

Heater voltage, a-c or d-c series	12.6 v
Heater current	0.175 amp
or	
Heater voltage, a-c or d-c parallel	6.3 v
Heater current	0.350 amp
Max ratings, design center values, each triode section:	
plate voltage	300 v
grid-bias voltage	never positive
plate dissipation	1.0 w
Typical operation, each section:	
plate voltage	250 v
grid-bias voltage	3 v
amplification factor	70
plate resistance	58,000 ohms
transconductance	1,200 micromhos
plate current	1.1 ma

TYPE GL-5670

Heater voltage, a-c or d-c	6.3 v
Heater current	0.350 amp
Max ratings, design center values, each triode section:	
plate voltage	300 v
plate dissipation	1.5 w
Typical operation, Class A1:	
plate voltage	150 v
cathode resistor, per section	240 ohms
plate current, per section	8.2 ma
transconductance, per section	5,550 micromhos
amplification factor	35

TYPE GL-5654

Heater voltage, a-c or d-c	6.3 v
Heater current	0.175 amp
Max ratings, design center values:	
plate voltage	180 v
grid No. 2 voltage	140 v
plate dissipation	1.7 w
grid No. 2 dissipation	0.5 w
Typical operation:	
plate voltage	120 v
grid No. 2 voltage	120 v
cathode-bias resistor	200 ohms
plate resistance (approx.)	0.34 megohms
transconductance	5,000 micromhos
plate current	7.5 ma
grid No. 2 current	2.5 ma

GENERAL ELECTRIC

180-M7

FIRST AND GREATEST NAME IN ELECTRONICS

Promotion

ELABORATE promotion piece sent to trade by KYW Philadelphia points up station's coverage of "nation's third market." Piece begins with letter to timebuyers stating that improved facilities have strengthened KYW's grasp on its coverage area. Accentuating this is cardboard monkey wrench gripping map of station's area. On back of wrench is written, "Tighten your grip on the nation's third market . . . Use Hard-Working KYW . . ." Blown-up map is included in folder as well as blue bandana, pointing up, again, KYW's coverage. Folder itself is quarto folded poster with information and pictures concerning station talent, programs and promotion.

WNAX Booklet

FOLDER titled "Grass Roots Radio, Big Aggie Style" prepared by Katz Agency Inc., New York, for WNAX Yankton, S. D.-Sioux City, Iowa. Booklet reports on station's "extra-curricular activities," showing how such activities enable station to develop personal relationship between itself and its five-state rural audience. Events described in booklet include farms lead improvement program, assistance to snowbound farmers, support of 4-H clubs, scholarship awards and appearance of station personalities at local events.

Wall of Honors

BULLETIN showing wall of WCOP Boston bedecked with certificates of award is latest promotion piece sent to trade by station. Text explains that WCOP has won highest award each for year it was eligible in ABC promotion contests. Same effort is used in promoting local shows as those from ABC, folder explains.

Novel Prize

REQUEST for merchandise prize from Advertising Club of Washington for its annual Christmas party drew unusual donation from WTOP Washington. John S. Hayes, vice president and general manager of station, offered "One prime aged-in-the-audience station break, class A time, worth $60 on the station with the largest audience (by 32%) and the most watts (50,000) in Washington, to any reputable advertiser."

Mutually Helpful Promotion

HELPFUL promotion both to itself and advertisers in its newspaper affiliate currently being carried on by WWSW Pittsburgh and *Post-Gazette*. Station, in changing to new frequency of 970 kc., teamed up with numerous local radio dealers and repairmen who agreed to make changes on pushbutton radios free of charge for station's listeners. Station advises audience to turn to special classified section of *Post-Gazette* for name of nearest repairman who will do necessary changing. Dealers have been furnished with knob hangers which bear remark, "Your radio has been adjusted to the NEW setting for the NEW 20-times-more-powerful WWSW, Pittsburgh's Sports Station, now on 970 on your dial."

WMAR-TV Statistics

SMALL sheet with graph showing Baltimore's lead over other markets in share of TV audience is latest promotion sent to trade and advertisers by WMAR-TV Baltimore. On graph is written, "WMAR-TV Leads in Baltimore." Statistics are based on C. E. Hooper's "TV Audience Index and TV Trends" for Aug.-Sept. '49.

Jamboree Publicity

REPRINT of pictures and stories from *Wheeling Intelligencer* have been combined into full page spread and sent to trade by WWVA Wheeling, W. Va. Promotion concerns station's 16th annual WWVA Jamboree. Pictures of talent, audience and lines outside theatre where Jamboree was held are included. Printed in red across stories is statement, "The WWVA Jamboree —17 years old and Growing Stronger Every Year . . . Available to sell your product, too! See Edw. Petry & Co."

Flag Identifies

NEW company flag, to be used as institutional insignia in television and other advertising, adopted by General Mills, Minneapolis. Flag will be displayed atop properties of company from coast to coast. It was center of 1949-50 grocery products division sales campaign and will be used in General Mills' sponsored shows over television.

Advertisers Primer

BOOKLET, "A Television Primer for Advertisers," has been sent to present and potential advertisers by WMCT (TV) Memphis and WTAR-TV Norfolk, Va. Sixteen-page brochure explains the how, why and what of TV advertising based on local station experiences. It was written by WMCT Production Manager Bill Brazzil.

Ear-Catching Rhyme

SERIES of promotional "courtesy" announcements in rhyme designed to give strong listener-impressions of national and local upcoming shows has been started by WTTM Trenton, N. J. "Poems" range in length from four to eight lines and are tagged with time and date of show plugged. Typical examples are:

"Willie Shakespeare said it, 'The world is just a stage.'
A backdrop for each little act of playful youth and age.
Of course to catch the *best* acts is quite a trick to do.
So it's the *NBC THEATRE* we recommend to you!" and, locally,
"Sweet and soft—smooth and mellow
Swing your gal—swing your fellow
Polish up those dancing shoes
Chase those early-winter blues
Don't let work-days start to rub
Tune in on our *920 CLUB!*"

Education Offers

SMALL booklet distributed by NBC announces its *University of the Air* series of Home-Study Courses in contemporary literature, music, social science and contemporary living. Titled "Yours for the Taking," booklet gives information concerning various programs through which lessons are heard.

Marquette U. Basketball

FIRST telecast by WTMJ-TV Milwaukee from Madison, Wis., was on occasion of Marquette U.'s basketball game against U. of Wisconsin in Madison. Marquette fans, numbering 2,000, saw game on large screen in their gymnasium over television relay facilities installed by AT&T. Game was first of nine basketball games to be sponsored by First Wisconsin National Bank on WTMJ-TV.

Christmas Tree

ADVANCE notice of Christmas gifts sent to trade by WING Dayton, Ohio. Mimeographed sheet with text printed in red in shape of Christmas tree tells recipients that their WING memo pads will arrive with best wishes from station. Letter is signed by Alma Karn, general manager.

Personnel

ROBERT IVES, formerly with Sinclinger & Co., joins WCAU Philadelphia promotion department.

DAVE BOGART, formerly with ABC New York, joins promotion staff of KGO San Francisco. He replaces **LYNN FRENCH**, resigned.

EMILY ASHE BANKS, publicity director of Town Hall and *America's Town Meeting*, resigns. Future plans have not been announced.

MICHAEL DANN, NBC trade news editor, and **JOANNE LUCILLE HIMMELL** of WNBC New York *Tex and Jinx* staff, were married Dec. 2.

RANDY SMITH, promotion and advertising chief for KOA Denver, is the father of a girl, Marcie Lynn.

V.I.P. SERVICE

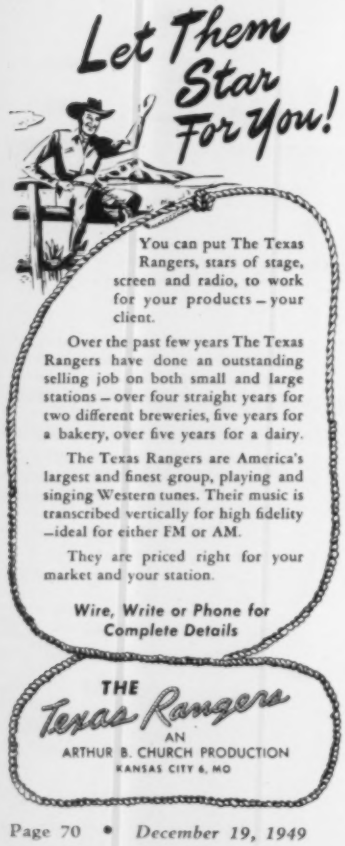
Clears Local Shows, Ideas

V. I. P. SERVICE Inc., New York, has established a clearing house for local station programs and sales promotion ideas, Bill Murphy, V. I. P. head, announced last week.

The firm will act as an exchange for local station managers or owners requesting shows for a client. Ideas, transcriptions and inquiries will be sent, with producers and writers trading through V. I. P. receiving royalties on sales of their ideas to other stations. Royalties will be based upon percentages of weekly prices of the shows. The same basis will be used in deciding royalty payments on publicity and sales promotion packages.

Election at CBS

NLRB ELECTION was agreed on Dec. 9 between CBS and Radio Guild, UOPWA, CIO, for about 600 white collar workers at the network. Balloting is to be Jan. 18. Bargaining unit was reduced in size by about 50 after argument by CBS to cut it by much more and by the union to resist any cut.


Let Them Star For You!
You can put The Texas Rangers, stars of stage, screen and radio, to work for your products — your client.
Over the past few years The Texas Rangers have done an outstanding selling job on both small and large stations — over four straight years for two different breweries, five years for a bakery, over five years for a dairy.
The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transcribed vertically for high fidelity —ideal for either FM or AM.
They are priced right for your market and your station.
Wire, Write or Phone for Complete Details
THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO

ole' MacDonald . . .

If ole Mac farmed or ranched in Montana, he made money. $265 million to be exact for Jan.-Sept. 1948. Farming is just one of 4 major industries which together toted up retail sales of over $100 million in 1948.

A good portion of Montana's rich areas sit in the KGVO-CBS signal. And the best portion of sales in the area are KGVO-made sales. Yours?

The Art Mosby Stations

CBS KGVO · KANA

5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

DERR PROMOTED

Is CBS Associate Sports Dir.

APPOINTMENT of John Derr, assistant since April 1947 to CBS Sports Director Red Barber, as associate director of sports for both radio and TV, was announced last week. The appointment is effective Jan. 1.

Mr. Derr's new assignment, while entailing no actual camera direction of sports telecasts, will include supervisory work with all radio and TV sports programs.

The appointment, according to Davidson Taylor, CBS vice president, is another result of the recent integration of CBS radio and TV public affairs, which has necessitated the need for a fulltime administrator to handle many of the operational duties for Mr. Barber, whose broadcasting commitments sometimes preclude his presence at CBS headquarters.

Mr. Derr joined Mr. Barber's staff as a writer in September 1946, and became editor of his sports program in January 1947. He covered the London Olympic games for CBS in 1948 and substituted for Mr. Barber on several "catbird seat" broadcasts. He also produced the *Football Roundup*, in which more than 20 games were covered via direct pickup wire and telephoned news reports.

WGAR Business High

NOVEMBER was the all-time-high month from point of business in the 19-year-old history of WGAR Cleveland, according to Carl E. George, vice president and sales head of the station. Mr. George said new sponsors included Shell Oil, Hudson Motors, Kaiser-Frazer, Dodge and Procter & Gamble for Prell. November renewals were received from Metropolitan Life, Simoniz, Ajax cleanser, Ward Baking, Halo shampoo, Tenderleaf tea, Blue Bonnet margarine and Carr-Consolidated biscuits.

KXO El Centro, Calif., joins Southern Calif. Broadcasters Assn. as 46th member.

ATTENDING reception in Palace Hotel studios of KCBS San Francisco for visiting executives of CBS Pacific Network are (l to r): Arthur Hull Hayes, CBS vice president and general manager of KCBS; P. H. Kelsey, of Marsh & McLennan, San Francisco; Wayne P. Steffner, CBS Pacific Network sales manager, and Dick McKee, Young & Rubicam, San Francisco. Reception was held to introduce visiting executives to Bay Area agency people who place business with the network.

BIG BROTHER WEEK

Radio To Aid in Drive Against Juvenile Delinquency

OBSERVANCE of Big Brother Week, Jan. 15-21, will be aided in its fight against juvenile delinquency by radio sponsors and talent, it was learned last week.

The project has the approval of The Advertising Council, and will be recommended in the group's January-February bulletin as a public service theme for advertisers to support in addition to their regular contributions under the radio allocation plan.

Assisting Big Brothers of America Inc., the sponsor organization, is an advisory committee on public relations, comprising:

Harry A. Batten, president, N. W. Ayer & Son; Thomas D'A. Brophy, chairman of the board, Kenyon & Eckhardt; Jerry Crowley, advertising promotion manager, Metropolitan Life Insurance Co.; Norman W. Geare, president, Geare-Marston Agency; Philip Klein, Philip Klein Advertising Agency; Al Paul Lefton, president, Al Paul Lefton Co.; Donald W. Thornburgh, president and general manager, WCAU Inc., Philadelphia.

Members of national committee of sponsors include Eddie Cantor, James Stewart, Paul Whiteman and Rexall Drug Co. president, Justin Dart.

Among network programs which have indicated cooperation in the effort is *We, the People*, the Gulf Refining show (NBC and NBC-TV) handled by Young & Rubicam Inc., New York.

WOHI DEBUT

New Fulltime Outlet Opens

WOHI East Liverpool, Ohio, fulltime, 250 w outlet on 1490 kc, took the air Dec. 1 when some 1,500 persons filed through the studios during open house. Greetings, used on the air, were received from nine other radio stations and one television outlet in the Eastern Ohio, West Virginia and Western Pennsylvania area. During its first week of operation, WOHI also inaugurated high school basketball broadcasts.

Executives of the new independent include: Richard V. Beatty, president and general manager; C. V. Beatty, vice president; George Farrall, secretary-treasurer; Harold Fitgerald, commercial manager; David Taylor, chief engineer; John W. Ridder, program director. Station is owned and operated by the East Liverpool Broadcasting Co.

BUSES of Kitchener, Ont., Public Utilities Commission being equipped with FM radio receivers following test and public poll of FM transit radio conducted in conjunction with CFCA-FM Kitchener, first all FM broadcaster in Canada.

WARREN AGENCY

Jackson, Delaney Partners

WILLIAM WARREN Agency, New York, will become a partnership, effective immediately, and will be known as William Warren, Jackson & Delaney, New York. Stevens P. Jackson, who has been with the William Warren Agency as head of the television department for past three years, was named a partner in the firm.

S. Thomas Delaney, formerly with WMCA New York as an account executive and before that with WWRL Woodside, L. I., and WHOM New York, also has been appointed a partner of the agency. The firm has added two new accounts: Marshal Jewelers, Fifth Ave., sponsoring *Holiday Hints* on WJZ-TV New York, Friday, and Roberts Technical & Trade Schools of Manhattan and Brooklyn, which will use radio. Latter firm is currently on WJZ and WMGM New York.

Kent R. Young

FUNERAL services for Kent R. Young, 42, KECA-TV Hollywood engineer who was killed Dec. 8 when his car went over a Mt. Wilson embankment, were held Dec. 11 at Richardson Mortuary, San Luis Obispo, Calif. Interment was in San Luis Obispo. Mr. Young is survived by his wife, Eleanor, and four children.

Mr. James H. West
The Kastor Agency
Chicago, Illinois

Dear Jim:

This here West Virginny town o' Charleston, th' hometown o' WCHS, is sure a good place ter do bizness in. Why Jim, jest t'other day I seen a piece in th' paper which sed that they's more money spent in th' retail stores here then th' total income o' th' population! Now how d'yuh like thet? Folks here spends more then they makes — er so it would seem. Course, fellers like you knows them figures means sumpthin' else. They means thet Charleston is th' center uv a big tradin' center, an' thet lots o' folks comes inter town ter buy. Then when yuh remembers thet WCHS covers not only th' city o' Charleston but th' other places where th' folks come from, too, why it seems like WCHS ud be a good station ter have workin' fer yuh, don't it Jim?

Yrs.
Alay

WCHS
Charleston, W. Va.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

ACTIONS OF THE FCC

DECEMBER 9 TO DECEMBER 16

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 9 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Carl F. Knierim, Grand Coulee, Wash.—Designated for hearing Feb. 9, 1950, application for new station 1240 kc 250 w, specified hours; granted petition of KXLE Ellensburg, Wash., requesting said application be designated for hearing, and made KXLE party to proceeding.

M. R. Lankford, Princeton, Ind.—Designated for hearing on Feb. 13, 1950, at Washington, application for new station 910 kc 500 w D and made WPFB Middleton, Ohio, party to proceeding.

WNAE Warren, Pa.—Designated for hearing in Washington Feb. 15, 1950, application to change hours from D to unl.; change power from 1 kw to 100 w-N, 1 kw-D, and change trans. location.

SSA—Denied

WNAE Warren, Pa.—Denied application for SSA operate nighttime hours from local sunset at Warren to 12 p.m. (EST) on 1310 kc with 100 w.

Modification of CP

WMBD Peoria, Ill.—Granted mod. CP change from DA-D to DA-DN.

Extension Granted

WSGN Birmingham, Ala.—Granted application for extension of time to Dec. 15 within which to comply with Sec. 3.109 of rules.

Choice Required

Il Progresso Italo-Americano Pub. Co. Inc., New York—Corporation was requested to notify Commission within 20 days as to which of two applications it wishes to pursue (1) to assign license and CP of WINS New York from Crosley Bcstg. Corp. to Il Progresso Italo-Americano or (2) application of Atlantic Bcstg. Co. Inc., wholly owned subsidiary of Il Progresso Italo-Americano, to move main studio of WHOM from Jersey City, N. J., to New York. Since both applications seek facilities in same city, they are inconsistent and fall under Commission rules prohibiting consideration of both.

Extension Granted

WIRK West Palm Beach, Fla.—Granted extension of present temp. authority for period of 30 days from Dec. 8 to operate with reduced power, pending repair of damage caused by hurricane.

KOL Seattle, Wash.—Granted extension of present temp. authority to operate with reduced power for period of 30 days from Dec. 8 pending repairs.

Petition Granted

On joint petition of WDAS Bcstg. Station Inc. and Associated Bcstrs. Inc., ordered that Radio Reading, Reading, Pa., file appropriate amendment to its application which will specify definite trans. site and ground system to be used in operation of its proposed station; further ordered that if applicant fails to file said directed amendment on or before Jan. 30, 1950, proceeding will, on Commission's own motion, be dismissed without prejudice for failure of prosecution, pursuant to Sec. 1.381 of rules.

Argument Postponed

WHOM Jersey City, N. J.—Ordered that oral argument scheduled Dec. 20 re application for mod. license be continued to date to be set by subsequent order of Commission.

Petition Granted

WOWO Fort Wayne, Ind, and WLIB New York—Granted petition of WOWO insofar as it requests that application of WLIB to change facilities, be dismissed; and said application of WLIB was dismissed as abandoned.

December 12 Applications . . .

ACCEPTED FOR FILING

SSA—1590 kc

WXLW Indianapolis—SSA operate from sunset to midnight with 250 w on 1590 kc for period ending no later than Nov. 1, 1950.

AM—920 kc

KBMY Billings, Mont.—CP change from 1240 kc 250 w unl. to 920 kc 1 kw unl. DA-N.

AM—850 kc

WNAO Raleigh, N. C.—CP increase D power from 5 kw to 10 kw.

Modification of CP

KWKH-FM Shreveport, La.—Mod. CP new FM station for extension of completion date.

WFBC-FM Greenville, S. C.—Same.
KONO-FM San Antonio, Tex.—Same.

License Renewal

WNBW(TV) Washington, D. C.—License renewal.

WNBT(TV) New York—Same.

AM—1420 kc

WLET Toccoa, Ga.—CP change from 1450 kc 250 w unl. to 1420 kc 1 kw D.

AM—1400 kc

KCSU Provo, Utah—CP change from 1490 kc to 1400 kc.

Modification of CP

KYMA Yuma, Ariz.—Mod. CP new AM station change from 1240 kc to 1400 kc.

WCPO-TV Cincinnati—Mod. CP new TV station for extension of completion date to 3-9-50.

License Renewal

License renewal applications filed by following AM stations: KLIX Twin Falls, Ida.; WTRC Elkhart, Ind.; WFAU Augusta, Me.; KVER Albuquerque, N. M.; KUIN Grants Pass, Ore.; KOLE Port Arthur, Tex.

License for CP

WIFM(FM) Elkin, N. C.—License to to cover CP new FM station.

KGIA(FM) Thatcher, Ariz.—License to cover CP new non-commercial educational FM station.

December 13 Decisions . . .

BY THE SECRETARY

WIRJ Humboldt, Tenn.—Granted license new standard station and specify studio location; 740 kc 250 w D.

WFIL-TV Philadelphia—Granted license new commercial television station and specify ant. changes.

WBAP-TV Fort Worth, Tex.—Granted license indicate vis. power as 16.4 kw in lieu of 17.6 kw and for change in studio and trans. locations; and to indicate slight ant. changes.

WEDR Birmingham, Ala.—Granted license specify studio location.

KNOR Cleveland County Bcstg. Co., Norman, Okla.—Granted request for assignment of CP; one of assignor partners (Howard DeMere) is assigning his 10% partnership interest to two remaining assignor partners, each to receive 5%. Interest of two remaining partners will be: T. Dickenson 75%, and W. S. Morgan 25%. No monetary consideration involved.

WFGM Fitchburg, Mass.—Granted C... for approval of ant. and trans. location, and specify studio location.

WMRY New Orleans, La.—Granted mod. CP for extension of completion date to 2-6-50.

KBKW Ben K. Weatherwax, Aberdeen, Wash.—Granted request for assignment of license to KBKW Inc.

WCKV Charleston, W. Va.—Granted license mount FM ant. on AM tower.

WCNC Elizabeth City, N. C.—Granted license change frequency (1240 kc 2... w unl.).

KWOE Clinton, Okla.—Granted license new standard station 1320 kc 1 kw D.

WQXI Buckhead, Near Atlanta, Ga.—Granted license increase power etc. (790 kc 5 kw D).

WMOU Berlin, N. H.—Granted license install new trans. and make changes in ground system.

KTRM Beaumont, Tex.—Granted license increase power, etc. (990 kc 1 kw unl. DA).

KOSE Osceola, Ark.—Granted license install new trans.

WICA Ashtabula, Ohio—Granted license increase power, etc. (970 kc 1 kw-N, 5 kw-D, unl. DA).

KNEU Provo, Utah—Granted license new standard station 1450 kc 250 w unl.

KWBW Hutchinson, Kan.—Granted CP make changes in present vertical ant. and mount FM ant. on top AM tower.

Voice of Porto Rico Inc., Area of Ponce, Puerto Rico—Granted CP new remote pickup KA-5040.

National Bcstg. Co. Inc., Area of San Francisco—Granted CPs and licenses for new remote pickups KA-5071-2.

National Bcstg. Co. Inc., Area of Denver, Col.—Granted CP and license for new remote pickup KA-5073.

National Bcstg. Co. Inc., Area of Cleveland—Same KA-5074.

KCMO-FM Kansas City—Granted license new FM station Chan. 235 (94.9 mc), 54 kw, 390 ft.

KAST Astoria, Ore.—Granted mod. CP for extension of completion date to 1-10-50.

WNBF-TV Binghamton, N. Y.—Granted license new commercial TV station.

KSD-TV St. Louis—Granted license to include proof of performance and change ERP from vis. 18.15 kw, aur. 11... kw to vis. 16.1 kw, aur. 8.05 kw and to indicate ant. and equipment changes.

WGKV-FM Charleston, W. Va.—Granted license new FM station Chan. 253 (98.5 mc), ERP 5.2 kw, 210 ft.

WMBR Jacksonville, Fla.—Granted license new FM station Chan. 241 (98.1 mc), 63 kw, 380 ft.

WHUM Reading, Pa.—Granted CP install new trans.

Triangle Publications Inc., (The Phila. Inquirer Div.) Philadelphia—Granted CP new exp. TV relay KA-5035.

WHAS Inc., Area Louisville, Ky.—Granted CP and license for new remote pickup KA-5045.

Following were granted mod. of CPs for extension of completion dates as shown: WJZ-TV New York, to 6-30-50; KGO-TV San Francisco, to 3-30-50, and KECA-TV Los Angeles, to 6-30-50 (subject to express cond. that they are without prejudice to any action Commission may take with respect to pending renewal of license applications): KOB-TV Albuquerque, N. M., to 3-1-50; KRON-TV San Francisco, to 6-15-50; WPIX New York, to 7-8-50; WNJR-FM Newark, N. J., to 6-7-50; KTTV Los

(Continued on page 83)

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225 Mallorca Way
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WFEC PURCHASE

Steere Buys Miami Outlet

PURCHASE of WFEC Miami by Howard D. Steere, head of the Howard D. Steere Adv. Agency in Detroit, was announced last week, with sales price at $50,000. The transaction is subject to the usual FCC consent.

Mr. Steere

Mr. Steere, in advertising and sales promotion for 25 years, plans to take an active part in the management of the station, which operates on 1220 kc with 250 w, daytime only. Spokesmen said J. Lyle Williams Jr. will continue as station manager.

The station was bought from Dorothy M. Bartell, of Milwaukee, and associates. Blackburn-Hamilton Co., media brokers, handled the transaction. The station license is in the name of Florida East Coast Broadcasting Co.

The Steere agency is now in its 11th year in Detroit. It handles advertising, promotion and publicity for a number of local and national accounts including one of the area's major network stations.

CHWK Chilliwack moved from 1340 kc to 1230 kc., with same 250 power.

FIRST... WHERE THERE'S MOST!

WJDX

NBC AFFILIATE IN Jackson MISSISSIPPI

In JACKSON, MISSISSIPPI, building permits for October 1949 showed an INCREASE of nearly one million dollars over October 1948 . . . further proof of the continued growth and development of the JACKSON MARKET AREA. Twenty years of radio selling have proved the worth of WJDX-WJDX-FM. Buy the leader in this big 1949 market . . . at low 1939 rates.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

Production

MELTON MALTZ, formerly with WDZ then in Tuscola, now in Decatur, Ill., WBBM, WJJD and WGES Chicago, joins announcing staff of WKID Urbana, Ill. While in Chicago, he was director of radio for Chicago Boys Clubs.

ED BALTIMORE, formerly with KOA Denver, joins announcing staff of KFSD San Diego.

TOM GLEBA appointed to newly-created post of program director for WLWC (TV) Columbus, Ohio. He formerly handled special events, sports and announcing duties for WCOL Columbus. **WALTER JACOBS** appointed WLWC production manager. He has been with station since its opening in April of this year. Previously, he was floor producer with WLWT (TV) Cincinnati.

LEN BENNETT resigns from WBIB (FM) New Haven, Conn., to join WNHC same city.

MICKEY COLLIS joins K-XYZ Houston, Tex., as traffic manager.

BARRY CASSELL, formerly with WMAR-FM-TV and WBAL-TV Baltimore, joins WAAM(TV) same city as staff announcer-writer. He also appears on NBC's *TV Detective* show.

FRANK HAMILTON, formerly of WHBI Newark, N. J., and WCTC New Brunswick, N. J., joins WKBS Oyster Bay, N. Y., as disc jockey. He previously was with AFN Paris, ABSIE London, WKAX Birmingham, Ala. and WBRB Red Bank, N. J.

ROBERT J. BANNER, director of *Garroway At Large* on NBC-TV from WNBQ (TV) Chicago, Jan. 8 joins Fred Waring's staff as television director of his CBS network show. Mr. Banner, who trained at WBKB (TV) Chicago and taught radio and music production at Northwestern U., leaves Chicago this week for New York, where he will train three weeks. He started at WNBQ last December as an assistant director.

BILL WELSH, radio and television director of Walter McCreery Inc., Beverly Hills, Calif., conducting three-hour morning program on KFI-TV Los Angeles.

TED BROWN, freelancer with disc show on WNEW New York, signs for additional show on WMGM New York. **KENNETH ROBERTS** and **HAL TUNIS,** also freelancers, join WMGM is similar capacity. Each has his own record show.

BILL QUINN, formerly with WTYC Rock Hill, S. C., and WKLB North Adams, Mass. as continuity chief, joins production department of WBTV(TV) Charlotte, N. C.

RAY BROCK, former staff announcer and disc m.c. at WKYW Louisville, joins announcing staff of WHBY Appleton, Wis.

MARIAN KINGLAND, formerly with KGLO Mason City, Iowa, joins KAYX Waterloo, Iowa, as continuity writer.

JIM PANSULLO of WAVZ New Haven, Conn., resigns to join staff of WCCC Hartford, Conn. He is graduate of New England School of Radio, Bridgeport, and formerly was program director for WENC Whiteville, N. C.

BILL WOODSMALL, formerly page boy at WBBM Chicago, joins staff of station as vocalist.

Mrs. HAZEL KENYON MARKEL, director of program service for WTOP Washington, appointed to membership in Civic Participation Committee for AMVETs' presentation of memorial to Arlington cemetery, and Governor's Citizens' Highway Safety Committee for Maryland.

JOHN PONDFIELD, staff projectionist for WAAM(TV) Baltimore, appointed chief projectionist and film editor for station. He has been with WAAM for 10 months.

ETHEL GREY, director of women's programs at WQUA Moline, Ill., resigns. No future plans announced.

MARK HAWLEY, NBC director of Bonnie Maid *Versatile Varieties* show on NBC-TV, and Maggie Bride were married Dec. 5.

PHILIP BOOTH, staffer at ABC Los Angeles, is the father of a boy, Douglas Allen.

GENE WANG, writer of ABC's *The Amazing Mr. Malone,* is writing scripts for *Quick as a Flash,* also on ABC, sponsored by Quaker Oats.

BYNG WHITTAKER, announcer and commentator of CJBC Toronto, and Edna Metcalf Smith have announced their marriage.

ED KAHN, production manager at WGN Chicago, is father of a girl, Sandra-Lynn, born Dec. 6.

EDWARD DUNN, resigns as KNBH (TV) Hollywood film editor to become assistant pastor with Evangelical Free Church, Los Angeles.

ANN CORNISH, director of recorded music at WQXR New York, and Richard I. N. Weingart have announced their marriage.

GEORGE FENNEMAN, member of cast of ABC's *Amazing Mr. Malone,* is the father of a girl, Stephanie.

GEORGE H. WILSON Jr., program director for WSTV Steubenville, Ohio, is the father of a boy.

KALA ON AIR

With 250 w on 1400

KALA Sitka, Alaska, began operations Dec. 11 on 1400 kc with 250 w, the station announced. Owner is Baranof Enterprises; Walter Welch is manager.

KALA announced it is operating 8 a.m. to 10 p.m. weekdays and both afternoon and evening on Sunday. Station representative is Gil Wellington, of Seattle.

IN MEMORIAM

Taps Blow For PDQ Spot

DEATH on Nov. 30 of the famous PDQ gasoline spot, known to Californians for its "whacky" content, was mourned a few days later with only a few reminiscing playbacks echoing its memory.

The uninhibited radio and TV spot's demise was given a touching farewell by a gathering of agency men, station representatives and the client, at the office of McNeill & McCleery, Los Angeles, agency handling the account. KFI-TV Los Angeles arranged to run the "last PDQ spot" during the party held on Dec. 5. As assembled mourners watched in silence, curtain was slowly drawn in front of the famous PDQ trademark to sound of bugler playing taps while a woman sobbed softly in background. Startled viewers swamped KFI's switchboard.

ABC officials at the party got busy and a few minutes later Southern California listeners were startled to hear a voice cut in on Elmer Davis' newscast to announce the news analyst had kindly consented to give a minute of his time to observe PDQ spot's passing. On CBS the following morning, Fred Beck played a couple of his favorite PDQ spots on his Pacific Coast network show. Typical PDQ spots enthusiastically ribbed advertising in general and radio campaigns in particular. An example is the spot's take-off on deodorant in which the copy plugged PDQ oil for "underhood protection."

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THE WORLD'S FOREMOST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

COLORADO GROUP

Plans Station Association

PROPOSED state organization for Colorado broadcasters was discussed during the NAB District 14 meeting at Salt Lake City fortnight ago [BROADCASTING, Dec. 12]. Broadcasters named a four-man committee to formulate plans and lay the groundwork for a statewide organization meeting.

Rex Howell, KFXJ Grand Junction, heads the plans committee. Other group members are Jim Russell, KVOR Colorado Springs; Al Meyer, KMYR Denver, and Robert Ellis, KGHF Pueblo. The Colorado State Assn. is expected to follow the pattern of other similar units giving radio a unified voice on state and local levels.

Attending the special meeting were:

Joe Rohrer, KRDO Colorado Springs; J. Russell; Lloyd Yoder, KOA and Hugh Terry, KLZ, both Denver; Con Hocker and Vince Corbett, KVOD Denver; Mr. Meyer; Abbott Tessman, KREX. Sal Scarpino, and Mr. Howell, KFXJ both Grand Junction; Elwood Meyer, KYOU Greeley; Russell Shaffer, KBOL Boulder; Douglas Kahle, KCOL Fort Collins; George Cory, KVBC Montrose, and Mr. Ellis.

PLANS looking toward formation of Colorado Broadcasters Assn. were aired during NAB District 14 meeting at special "caucus" attended by these radio executives (l to r): Top row—Meyer Elwood, Mr. Howell, Mr. Shaffer; middle row—Mr. Cory, Mr. Tessman, Mr. Kahle, Mr. Ellis, Mr. Russell; front row—Mr. Terry, Mr. Rohrer, Mr. Corbett, Mr. Hecker. Also present but not shown were Lloyd Yoder and Al G. Meyer.

ELECT WIIG

To N. Y. AP Radio Post

GUNNAR WIIG, general manager of WHEC Rochester, last Monday was re-elected president of the New York State Associated Press Broadcasters Assn. Jim Healy of WOKO Albany was elected vice president, and Norris Paxton, Albany AP chief of bureau, was re-elected secretary.

Directors elected by the 25 delegates attending the group's second annual meeting were: Bill Meenam, WGY Schenectady; Tom Brown, WGVA Geneva, and Bernard Buck, WNYC New York. The Continuing Study Committee for 1949-50 comprises: Ken Thorpe, WRUN Utica; Ted Hodge, WENY Elmira; Sally Buman, WKOP Binghamton; Donald Norman, WNBC New York, and for sports, Lowell MacMillan of WHEC Rochester.

In the Public Interest

Thanksgiving Dinners

VOLUNTEERING its services in aiding local American Legion post in supplying needy families with Thanksgiving dinners, KWRC Cedar Rapids, Iowa, brought campaign to successful finish. Over 151 families received complete dinners delivered and supplied by KWCR listeners and delivered by policemen, volunteer station personnel and others. Climax of drive came when station workers delivered last-minute dinner to a family and discovered they had no stove. One was promptly supplied by workers together with supply of coal.

* * *

Books To Cook

EIGHTH annual campaign for books for shut-ins and hospitalized patients in hospitals serviced by United Hospital Fund of Greater New York is being aided by WCBS New York. Drives were started in 1942 by Phil Cook, member of station's staff. During that time over 380,000 volumes have been contributed by listeners.

* * *

'They Shall See'

GUEST appearance on KFI Los Angeles' *All Around the Town* show by a man whose sight was restored after 21 years of blindness through contributions to the Dawn Society eye bank was unexpectedly effective. More than 100 listeners offered their eyes to the bank for use after their deaths.

* * *

Radio's Solicitude

A WOMAN dying of cancer in Hamilton, Ont., wished to take her three children back to England to be cared for by her family. She had no money for transportation. Jane Gray, women's commentator for CHML Hamilton, learned of her plight and broadcast her story to Ontario listeners. The necessary $1,000 was raised within a day besides clothing for the woman and her children.

* * *

Real Thanksgiving

A THREE-YEAR old child took her first step Thanksgiving Day due to the kindness of Charlotte, N. C., radio listeners and the efforts of WBT that city. The little girl had lost her leg while still an infant due to blood poisoning and her parents had been unable to afford an artificial limb. The Charlotte Minneapolis Artificial Limb Co. offered to contribute a leg for $250, and listeners were urged "Your quarter talking will have Patty walking." Over $795 was received, and the child walked for the first time during the *What's Cooking* audience participation show on WBT.

* * *

FM Helps High School

BOB WILLIAMS, m.c. for *The Bandstand* show on WWNI (FM) Wabash, Ind., urged his listeners to donate money to send the Wabash High School Band on its last out of town football trip of the season. In a matter of moments, the necessary money was pledged. He then asked listeners to help cut down the indebtedness on the band uniforms, receiving similar results.

FOR VOTERS

WFHR Airs Solons' Debate

AS a public service gesture and to increase voters' interest in city government, WFHR - AM - FM Wisconsin Rapids, Wis., will begin broadcasting the complete, four-hour meeting of the city's common council. The council meets the first Tuesday night of each month.

The station made its request to the council that it be permitted to broadcast "live" the entire proceedings to promote the public's interest. Request was granted early in December by the council which voted favorably 17 to 2.

Program Director James S. Tighe said the first broadcast is scheduled for Jan. 3 and that six microphones will be placed strategically to pick-up proceedings. Another mike will be at Mr. Tighe's disposal to insert information and other commentary should continuity break. Bruce Beichl, commercial manager, pointed out that similar broadcasts have been attempted successfully elsewhere.

WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it **impossible.**

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.

WSAP 1490 KILOCYCLES — MUTUAL NETWORK AFFILIATES — SERVING PORTSMOUTH NORFOLK NEWPORT NEWS

WSAP-FM 99.7 MEGACYCLES OR CHANNEL 259

B. Walter Huffington, General Manager — Ask Ra-Tel!

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THE NEW LANG-WORTH TRANSCRIPTION

★

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost

YOU CAN BE **SURE**.. IF IT'S
Westinghouse

MR. STATION OWNER:
How much does it cost you to do...

CUT THESE COSTS AND SAVE
...with Westinghouse +'s

You don't buy a transmitter every day. It's a long-term investment . . . a considered purchase. So isn't it just good sense to put your money into equipment that pays continuing dividends in the form of cost savings throughout its entire life? That kind of equipment is Westinghouse. And these are just a few of the Westinghouse "plus" features that add up to cost savings and better operation:

Installation is quick, easy and inexpensive. Compactness means a smaller building . . . air-cooled components allow the building to be more economically built. And, because *all* transmitter ratings are completely factory-tested, no extended grooming of the equipment need be done on the purchaser's premises.

Tube replacement cost slashed. Only a small number of tubes are required for full complement and these of but a few types. Reliable metal rectifiers having life commensurate with that of the transmitter and included in the transmitter warranty, replace expensive vapor tubes. No longer need you fear lost air time due to rectifier failure.

Service at your "doorstep" wherever you are. The extensive Westinghouse field organization of transmitter specialists is available to you, whatever the problem. They will work with you and your consultant in modernizing your station or in planning a new installation. They can offer emergency service or can give you information about new equipment. And, in addition to this, you are continually benefited by the Westinghouse program of research and development.

Every Westinghouse transmitter carries with it these and many other "plusses". Remember them when you consider the purchase of new broadcasting equipment. Contact your Westinghouse office, or write direct to Westinghouse Electric Corporation, 2519 Wilkens Avenue, Baltimore 3, Maryland. J-02174

Westinghouse

FIRST IN BROADCASTING

AGENCY NAMES

Four As Vice Presidents

FOUR vice presidents—all women—were appointed by McCann-Erickson Inc., New York, at its annual meeting in New York on Dec. 10.

The four new officers are Alberta Hays, copy group head; Dorothy B. McCann, executive producer in the radio-television department; Florence Richards, an account executive, and Margot Sherman, copy group head.

This marks the first time in the agency's 46 years of existence that a woman has been named a vice president of the company.

Mrs. McCann

Miss Hays

Miss Richards

Miss Sherman

OREGON BCSTRS.

Annual Meeting Feb. 10-11

ANNUAL meeting of the Oregon State Broadcasters will be held at Eugene, Ore., on Feb. 10-11, according to an announcement at the NAB District 17 meeting in Portland last week (see story this issue) by Lee Bishop, KORE, Eugene, who is in charge of arrangements.

Gov. Douglas McKay and Dr. Harry K. Newbern, president of Oregon U., will be the principal speakers. Lee Jacobs, KBKR Baker, Ore., is president of the group.

SESAC Inc., New York, sending special Christmas bonus of recordings to all its subscribers, bringing library totals to more than 2,500 numbers.

Want to SELL the Utah Market?

This is quoted from a letter from a sponsor who wanted to SELL GOODS—and who knew exactly what his radio time purchases did for him.

"Thanks for the great job you have done for us. You might be interested to know that for us, *you are one of the 3 best stations in the country*, and we used over 125."

The unusual thing about this is it *isn't* an unusual story for KDYL!

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

WCLE PLANS

End Proposed Watson Sale

PLANS for the sale of the currently silent WCLE Clearwater, Fla. to Dr. William T. Watson, founder and pastor of the St. Petersburg Gospel Tabernacle [BROADCASTING, July 11], were officially terminated last week.

FCC Comr. Robert F. Jones, presiding over a motions hearing, granted a petition by WCLE's present owners asking that their application for transfer of the 1-kw daytimer to Dr. Watson be dismissed without prejudice.

The application had been set for hearing on the qualifications of Dr. Watson, who had been linked with "un-American hate mongers" by the National Community Relations Advisory Council, and to determine whether he had already assumed control of the station [BROADCASTING, Oct. 31].

Impractical To Remain

In their petition for dismissal, the WCLE owners—Houston Cox Jr. (50%) and M. L. and S. L. Rosenzweig (25% each)—told FCC that when the hearing was ordered "it became impractical" for them to "remain parties to a contract where Dr. Watson could not complete his undertaking on any estimated future date, nor give assurance that he would be able to do so at any time."

They notified the Commission last Wednesday that negotiations were in progress for sale of the station to another group. The new group was understood to include Arthur Mundorf, veteran broadcaster, one-time manager of the old WWDX Paterson, N. J., and associates including two St. Petersburg residents.

Application for consent to acquisition by Dr. Watson had been set down for hearing on the basis of a protest in which NCRAC charged that he "had engaged in certain conduct and activities calculated to create and foster racial and religious bias, prejudice, and ill will, and hence did not possess the necessary qualifications to become a broadcast licensee."

Under the terms of the sales application the consideration was to be cancellation of a $30,000 mortgage held by Dr. Watson against the station.

Sen. John C. Stennis and Rep. John E. Rankin, both of Mississippi, home of the present WCLE owners, had written FCC on behalf of the proposed transfer.

WCLE operates on 680kc with 1kw, daytime only. It has been on temporary license since about the time proposed sale to Dr. Watson was set for hearing and is currently silent under a 60-day authorization granted by FCC Nov. 9.

'HAMS' AID KBRC

Air Northwest Flood Threat

ONCE again the "ham" radio operator has filled the communications breach in threatened disaster—this time during the recent flood threat of the Skagit River, Skagit County, Washington.

Combining with KBRC Mount Vernon, the hams broadcast warnings and calls for help along the 70 miles of dikes threatened by the rapidly rising waters. These operators, all members of the Skagit County Amateur Radio Club, set up headquarters in the lobby of KBRC. From there they received news bulletins from a network of sets over the entire threatened area. In some communities, these amateur radio setups were the only communications available, as the flood waters had completely disrupted telephone connections.

Both KBRC and the ham sets operated continuously from Sunday afternoon, Nov. 27, to 3:40 Tuesday morning, Nov. 29, when the emergency was officially declared over.

MORE than 100 Bay Area advertising executives enlisted on faculty of San Francisco's Golden Gate College School of Advertising for the 1950 term. Five major courses will be offered by school—general advertising, layout, visualization, campaigns and television.

Allied Arts

HENRY DUNN named national administrative secretary of American Guild of Variety Artists succeeding **DEWEY BARTO.**

WALTER O. MILLER joins Frederick W. Ziv Co., Cincinnati, as account executive. He was formerly vice president and manager of WGAL Lancaster, Pa., for 13 years, and most recently was in charge of national television sales for WDEL-TV Wilmington, Del., and WGAL-TV Lancaster. He will headquarter for Ziv in Detroit.

JACK MELVIN, former publicity director of Foote, Cone & Belding, reorganizes Melvin-Silverman Inc., public relations firm, with headquarters in Hollywood and offices in Chicago and New York. **DAVID I. SILVERMAN,** executive vice president, owns Eyrie Inc., Chicago pharmaceutical firm.

WORLD BROADCASTING SYSTEM, New York, announces signing of contracts for its transcribed library service by KIOL Garden City, Kan.; KWLK Longview, Wash.; KGEM Boise, Idaho, and WMMW Meriden, Conn.

WILLIAM C. KALAN, sales manager of Schwerin Research Corp., New York, is the father of a boy, Jonathan Russell, born Dec. 11.

TELENEWS-INS, New York, announces sale of *This Week in Sports* to WMAL-TV Washington and to WDTV (TV) Pittsburgh under sponsorship of Champion Coal Co., Pittsburgh. National Shawmut Bank of Boston renews sponsorship of daily and weekly newsreels on both WBZ-TV and WNAC-TV Boston.

WASHINGTON COMMERCIAL Co., Washington, publishes new catalogue containing U.S. Government photographs produced by more than 100 government agencies. Catalogue is designed as permanent handbook meeting needs of individuals and firms using photographs. It contains explanatory text, simplified finding guide which indexes and gives captions for black and white photographic prints which it contains. Photos are in miniature bearing identifying guides. Picture credits and pertinent data furnished with reproductions ordered. Book, *Through Government Leases*, may be obtained for $7.50 by writing company at 1200 15th St., N.W., Washington.

The last WORD ... for results in SPARTANBURG
MORE FOR YOUR DOLLAR WITH WORD in Spartanburg
See TAYLOR-BORROFF

WDYX—FM
12,000 WATTS
DUPLICATION

—WORD—
OF
SPARTANBURG

ABC
SERVING THE HEART OF THE PIEDMONT CAROLINAS

Milestones

► KOA Denver celebrated its ...ver anniversary Dec. 15 with ...wo and one-half hours of special ...rogramming in addition to sta...on breaks, thanking its audience ...r 25 years of loyal listening.

► William J. Andrews of the ...NBC San Francisco local sales ...aff celebrated his 25th anniver...ary in the broadcasting industry ...st week. He started his career ...ith KLX Oakland in 1924 as a ...old engineer-announcer.

► WGY Schenectady has cele...rated its 24th anniversary of farm ...roadcasting, according to Emer...on Markham, originator of the ...eneral Electric station's farm ...roadcasts and TV programming. ...en Gapen, assistant director of ...dio and TV information, Dept. ...Agriculture, spoke on a *Farm ...rum* in Schenectady Nov. 4 in ...nnection with the anniversary. ...r. Markham now is director of ...AB's TV Div.

► Distribution of 147 cakes in ...anada and United States, bulk of ...em by air, highlighted third ...rthday observance of CKVL Ver...in, Quebec, early last month. ...ke was accompanied by gold let...ered card signed by General Man...er Jack Tietolman and Manager ...orey Thompson and containing ...essage, "This is CKVL's third an...iversary. Light up the candles, ...ake a wish, and blow. That's ...hat we like . . . People who do ...ur 'blowing' for us!"

► Eddie Pola, producer of ABC *Blondie* show, celebrated his 20th ...ear in radio last month.

► WVNJ Newark, N. J., cele...rated its first anniversary Dec. 7, ...ith a one-hour broadcast featur...g messages from civic, business ...d theatrical personalities, and ...terviews with staff members. ...mong those heard on the program ...ere Rep. Franklin D. Roosevelt ...r., Theodore C. Streibert, presi...ent, WOR New York, and singer, ...ran Warren.

► Walter McConnell, engineer at ABC's Central Division, marked his 25th anniversary in radio and at WENR Chicago on Dec. 7.

► M. Leonard Matt will be given a broadcast party on Dec. 26 for 20 years of service with WDAS Philadelphia.

► Special program made up of review of year's experiences by station personnel, and rebroadcast of first welcoming speech marked WMTR Morristown, N. J.'s celebration of its first anniversary Dec. 11. Station was saluted by WCTC New Brunswick, N. J., which celebrated its third birthday at the same time.

KPLC OIL SHOW
Lubricates Network Story

LOCAL promotion of a network show has been put over with substantial success by KPLC Lake Charles, La. Story centers about the Spindletop oil field near Beaumont, Tex., 60-miles from Lake Charles and site of grandfather oil gushers.

Dramatization of Spindletop's story was presented over NBC's *Cavalcade of America* on Nov. 29. When KPLC General Manager David Wilson was informed by sponsor duPont's agency, BBDO, that the program was to be aired,

Mr. Journeay (r) interviews Scott Myers, secretary, Spindletop Monument Assn., at marker, site of famed Lucas Gusher.

* * *

the promotion, special events and news departments at KPLC clicked into motion.

A 20-minute local program was prepared using tape recordings of interviews with oil personalities and civic heads from Beaumont and personality talks with oilmen in the Lake Charles area. This recorded show was put on the air immediately preceding the *Cavalcade's* relation of the field's discovery. Timing was so close, according to KPLC, that the musical theme fade out of the local show occurred a split-second before the NBC program signed on. Local program, promoted in area newspapers, was written and produced by KLPC News and Special Events Director Tom Journeay, assisted by Continuity Chief Phylis Fischer and Announcer Ray Gordon.

WESTERN ELECTRIC Co. board of directors has declared dividend of $1 per share on outstanding capital stock payable Dec. 30 to stockholders of record Dec. 23.

ALL HANDS join in this cake cutting celebrating the 11th anniversary of the *Esso Reporter* on WDRC Hartford. Birthday party is attended by (l to r): Walter B. Haase, manager; Harvey Olson, program manager; Barbara Nelson, receptionist; William F. Malo, commercial manager, all of WDRC, and Charles N. Mitchell, in charge of Esso operations in Hartford.

Atlass Recovering

H. LESLIE ATLASS, CBS Central Division vice president, was expected late last week to return to his Chicago office today (Monday) after suffering a heart attack Dec. 9 [BROADCASTING, Dec. 12]. He has been hospitalized at Henrotin.

CJRT-FM Toronto officially inaugurated as first educational FM station in Canada, with government and CBC officials at opening ceremonies.

RCA Victor announces compact, inexpensive shortwave-AM table model radio, 9-X-651, at suggested list price of $34.95, including tax. Radio receivers, in addition to standard 540-1600 kc. band, have 16, 19, 25, 31 and 49-meter international shortwave bands.

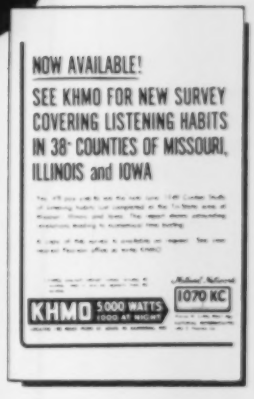
WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HERRY GREENFIELD, Mg. Director N.Y. 19

Here's how I decide which stations I hope to get

"I check STANDARD RATE on everything in it about the stations in the markets we've selected. Then I check the station reps. I check the surveys on number of homes that listen and I also look into the listenership ratings."

It's a nerve-racking job, isn't it, when you can't get the data you want. Or when it takes too long to get it. Many stations are making it easier by running *Service-Ads* that supplement and expand the data in their SRDS listings. The KHMO *Service-Ad* shown here, for instance, offers a new survey agencies and advertisers will want. Other *Service-Ads* give other kinds of information that helps buyers buy.

Watch for them when you're using SRDS.


NOW AVAILABLE!
SEE KHMO FOR NEW SURVEY COVERING LISTENING HABITS IN 38 COUNTIES OF MISSOURI, ILLINOIS and IOWA
KHMO 5000 WATTS 1070 KC

This *Service-Ad* appears for your convenience near the KHMO listing in SRDS Radio Section.

Note to Promotion Managers: Copies of SRDS "Spot Radio Promotion Handbook" are available at $1.00 a copy.

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS
NEW YORK · SAN FRANCISCO · LOS ANGELES

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager for 250 watt of successful small northmidwestern station. Give complete record and personal history. Box 246D, BROADCASTING.

Wanted, commercial manager for independent South Carolina station. Write fully giving experience, background. Must be able to furnish good references. Greer Broadcasting Company, Greer, S. C.

Salesman

Transcription salesmen, outstanding productions, liberal commission basis. Box 458D, BROADCASTING.

Salesman and engineer-announcer wanted to invest in midwest daytime station with option to purchase control. Box 478D, BROADCASTING.

Wanted, aggressive salesman regional network affiliated upper New York state. Box 499D, BROADCASTING.

Experienced, honest, sober salesman with car for established network station. No oasis. Territory unscratched. Name your own terms. If seeking managers job don't waste time. WHSC, Hartsville, S. C.

Announcers

Wanted, two announcers—one morning man, one DJ and newsman. Positions open now. Base forty for forty with some overtime. Good working conditions. Vacation with pay. Southeastern station. Box 487D, BROADCASTING.

Experienced announcer for long established southern Minnesota station. Willing and able write good commercials and sell on air. Box 488D, BROADCASTING.

Announcer-engineer, send snapshot, disc, salary required other information in first letter. Radio Station KDWT, Stamford, Texas.

Announcer wanted. No news or sports. Progressive network station. Pleasant, mild climate city. Small starting salary but regular raises, if satisfactory. Please do not send audition discs. Also, do not send any other material to be returned. William T. Kemp, Owner, KVER, Box 1388, Albuquerque, New Mexico.

Announcer for 1000 watt independent must be strong on announcing and able to handle news. Send letter to WAVZ, New Haven, Conn.

Wanted, announcer, some experience. Needed immediately. $40 to start. Contact WCRA, Effingham, Ill. Personal interview preferred.

Announcer-engineer with first class license wanted by irdependent station in market of seven hundred thousand. Must be polished announcer. Prefer five years experience, top wages to right man. Send disc, photo, particulars or contact Paul Schafer, WNOR, Norfolk, Va.

Technical

Successful 1 kw daytimer in southeast wants combination chief engineer-announcer. Must be both a good engineer and have a good voice. Send disc, complete data and minimum starting salary. Box 481D, BROADCASTING.

Chicago area FM station needs a radio engineer experienced in all the technical phases of broadcasting work. Send complete details with salary expected to Box 520D, BROADCASTING.

Wanted, Experienced combination operator-announcer with ticket and program ideas who can sell in spare time on commission. Should hit 300 first month. Air mail disc and photo, KPRK, Livingston, Mont.

Help Wanted (Cont'd)

Engineer-announcer. Combination must have first class license and good voice. Apply WKWF, Key West, Florida, John M. Spottswood, Manager. Send snapshot, transcription, minimum salary and autobiography. Desire to fill position by January 1st.

Production-Programming, others

News editor, must be able to write and announce local newscasts and take complete charge of newsroom on large southwestern CBS station. Send background, experience, picture, transcription of voice first letter. Box 440D, BROADCASTING.

Good, steady commercial copywriter. Male or female. Southern Minnesota. Box 489D, BROADCASTING.

Wanted, program director-announcer, network affiliated upper New York state. Box 500D, BROADCASTING.

Opening for good copywriter with experience or training. Prefer someone in our area. Send complete information to Paul Overbay, Program Director, WKPT, Kingsport, Tenn.

Television

Production-Programming, others

TV PROGRAM MEN WITH ACTUAL TV EXPERIENCE AND IDEAS. NEW EASTERN PLANT DESIRES COMPETENT PRODUCTION PERSONNEL. OFFERS GOOD PAY AND OPPORTUNITIES FOR ADVANCEMENT. WRITE FULLY TO BOX 438D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Manager-sales manager with top record in billing. 8 years experience in all departments both network and independent operations. Know good radio and how to sell it. College graduate with excellent references. Desires only permanent and sound proposition. Box 307D, BROADCASTING.

Commercial manager, time salesman, 13 years experience. Best references. Box 376D, BROADCASTING.

Aggressive young radio executive wants dirty work and good pay. University graduate, former station manager. Program, news, promotion specialist. Writer, photographer. Will travel. Box 405D, BROADCASTING.

Turnabout. Some managers double as salesmen. I create programs which sell themselves. Set on salesmen but short of sales? Let me manage your operation. University graduate, six years in radio, two as manager. Specialist in programs, news, promotion. Give me your confidence and let me justify it. Box 406D, BROADCASTING.

Manager, sales manager or both. 12 years radio and newspaper management and sales. Thorough knowledge of programming and public relations. Clean record. Good references. Box 430D, BROADCASTING.

Management team, our two man combination will manage your station and handle sales, programming, promotion, continuity, local news and some announcing. Many years of diversified broadcasting experience gives us knowhow to lower overhead, raise efficiency and increase net profits, audience and prestige on net affiliate, independent or CP. If our type of operation can be permanently profitable to all concerned, we will locate in any area. For complete story and references write Box 471D, BROADCASTING.

Situations Wanted (Cont'd)

Station manager or commercial manager, if you're not interested in power packed results, save your eyesight. But, if you do want a man whose sales average is skyhigh, promotion minded with real, down-to-earth ability to sell, make friends and hold them, I'm the fellow. Reliable, sober, conscientious. Experience with top net affiliates and independents. Middle Atlantic territory perferred. Salary $8000 with override. Highest references. Interested? Well, let's get going. Box 486D, BROADCASTING.

Southern stations. Manager who can announce, sell and program would like job as general manager of a 250 or thousand watt station in south. Box 502D, BROADCASTING.

General manager or sales manager now employed wishes to make change. Can promise to make your station one of top in nation in management, billing, listeners. Box 507D, BROADCASTING.

Sales promotion manager. Currently account executive with topflight agency. Previously 15 years in radio and newspaper advertising interested only in solid operation (no blue sky,) and can furnish above average recommendations on previous accomplishments from important people in radio advertising circles. Prefer network affiliated AM operation with TV or TV plans. Must pay in excess of $12,000. Box 510D, BROADCASTING.

Sales manager-salesman, 32, married. Excellent sales record, high earnings. Rotarian, personable, sober. Experienced mike, copy, programming. Good offer gets good man. Box 514D, BROADCASTING.

Station or sales manager. Experience, eight years announcer, salesman, P. D. agency work. Presently employed as sales advertising manager five million dollar corporation. Family man. Would return to Canada. Box 517D, BROADCASTING.

Salesmen

Sales manager, have ability to make money for a station. With 8 years radio experience. Know independent and network operations. College graduate. Top references. Box 418D, BROADCASTING.

Large stations only with top earnings possible. Agency and large market experience. 13 years radio and newspaper. Prefer midwest. Box 429D, BROADCASTING.

Success story yours on request. Top salesman of 5 in station in tough eastern market. Sound sales plus careful servicing proved by results for accounts. NY agency experienced. Box 476D, BROADCASTING.

General sales manager, 1 kw, independent midwest station with personal billing consistently over $1500 weekly, knows local and national sales picture, 35 years old, has wife and family, seeks permanent location with high potential earnings. Box 482D, BROADCASTING.

Announcers

Announcer, university grad., 22, available immediately, anywhere. Disc, photo and reference on request. Box 157D, BDROADCASTING.

Newscaster and good music MC will build audience and prestige for your station or regional net. Top record and references. Box 412D, BROADCASTING.

Announcer, vet, graduate of oldest broadcasting school in country. Producer, singer, emcee of amateur shows in Chicago nite clubs. Two years college. Staff announcer of 5,000 w NBC affiliate. Try anything, anywhere. Box 420D, BROADCASTING.

Announcer-program director-news editor. 13 years experience, former NBC, CBS. Married, will go anywhere. Disc and photograph on request. Box 436D, BROADCASTING.

Experienced announcer-disc jockey. Available immediately. Eligible for G. I. training. Box 448D, BROADCASTING.

TV production man, former radio announcer, program director desires announcing duties with radio station having TV plans. Will go anywhere. Box 450D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-writer. Completely de... of talent. Lackadaisical voice. Lu... less ideas. Love radio. Single, 22, ... years experience, console. Box 4... BROADCASTING.

Sportscaster, experienced football a... basketball play-by-play. Also exp... enced in sales. Presently emplo... but seeking advancement. Box 47... BROADCASTING.

Experienced announcer-engineer, ava... able immediately. Married, car, w... permanent position. Box 475D, BROA... CASTING.

Morning man, announcer-DJ, str... on news, special events, promotio... Take active interest in community a... youth affairs. Nine years all phas... radio and writing experience. Sob... honest, desire permanent position ... northeast, midwest or west. Presen... employed. Best references. Box 4... BROADCASTING.

Experienced announcer. Universit... graduate. Unusually good voice. De... sire permanent position. Box 49... BROADCASTING.

Combination—Experienced in ever... thing, at small southern station. Wa... to locate northeast in wide awake st... tion. Single, car, RCA graduate. Bo... 485D, BROADCASTING.

Experienced staff and feature an... nouncer. Complete details upon re... quest. Box 492D, BROADCASTING.

Announcer—continuity and production writer. Single, veteran, 23. Six month... experience Mutual affiliate, presently employed by new independent. News-dj, general staff, console operation. Strong on production. Desire immediate change to good progressive station. Available immediately anywhere. Disc, photo available. Box 495D, BROADCASTING.

Combination announcer-engineer no... employed as program director of a... independent wishes to change to a progressive station in the east. Well experienced, proven ability and be... references. All announcing and pro... gramming offers carefully considered. Box 496D, BROADCASTING.

Announcer, versatile, news specialty. Three years commercial experience. Seeks permanent location. Box 497D, BROADCASTING.

Experienced disc jockey and commercial reader, knows salesmanship well, experience acquired in 250 and 5000 watt stations with recommendations. Box 501D, BROADCASTING.

I am leaving one of the country's top 50 kw midwestern stations, which will recommend me, having done the all night show for about a year. Well experienced in all types of ad-lib work, audience participation, MC, etc. Also play-by-play, baseball. Desire to settle in good community with progressive, well paying station. Can furnish air check, background, references. Box 505D, BROADCASTING.

Reliable, accurate play-by-play announcer desires change. 6 years experience baseball, basketball, football. 3 years present position. Prefer southeastern station with professional baseball, college sports. Can build your sports program for you. Consider all offers. Box 506D, BROADCASTING.

Dependable, witty, friendly morning man. Combination first class ticket. 8 successful years. Employed, married. $80. Box 508D, BROADCASTING.

Young man, 23, college education, limited experience, neat with good personality and appearance, married, desires position with good station as announcer or copywriter or a combination of the two. All offers considered. Box 509D, BROADCASTING.

Newscaster, network caliber voice, delivery. Seeks solid 5 kws appreciating quality news operation. Considers that plus harmonious working conditions, desirable community to settle with family above money. Distinctive rewrite, alert local coverage, excellent newspaper, radio news background. BS, non-drinker. Box 516D, BROADCASTING.

Engineer-announcer-writer-salesman. Intelligent, imaginative, experienced. Single, car, anywhere. Box 518D, BROADCASTING.

Situations Wanted (Cont'd)

...eep voice, news, commercials, narrations, disc jockey. One year experience. Salary $55.00. Age 24. Single. Box 519D, BROADCASTING.

...nouncing, newscasting, continuity, publicity, 5 years experience in these fields. Director, moderator national network discussion 2½ years. Play-by-play big nine sports 2 years. Straight commercial experience. 30, single, M. S. degree. Desire opportunity which may lead to management and/or investment. Full references, discs. Box 522D, BROADCASTING.

...alified announcer, excellent references. Box 526D, BROADCASTING.

...nnouncer, 24, single. Fifteen months experience. Operate console. M.S.G. 1908 S. Talman Ave., Chicago 32, Ill.

...xperienced announcer, perfect English, flawless Spanish, write copy, operate board. Guerrero, 1222A Oak St., K. C., Mo.

...xperienced announcer and engineer, excellent references. Interested good offer. Keith Moreaux, 915 4th Ave., S., Minneapolis, Minn.

...he best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers and announcer-engineers. Write, wire or phone for disc, etc.

...nnouncer-copywriter, husband-wife team. Proven record of client satisfaction. Immediate reply to good, permanent-type offer. Box 498D, BROADCASTING.

Technical

...xperienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

...hief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer, $80 week minimum. Box 25D, BROADCASTING.

...ngineer, degree, 10 years experience, as chief, licensed. Box 381D, BROADCASTING.

...t phone, broadcast experience studio and transmitter, married, have car, willing to travel. Seek permanent position. Box 385D, BROADCASTING.

...irst class engineer-announcer, excellent references, disc available, west preferred. Box 411D, BROADCASTING.

...ngineer, 2 years of college, 4 years know-how. AM and FM studio and transmitter installation, operation and maintenance. Sober. Excellent references. Desire permanent position. Box 439D, BROADCASTING.

...ngineer, 3½ years studio and transmitter (5 and 50 kw) experience. 1st phone and class A amateur licenses. WILL SEE. Box 444D, BROADCASTING.

...ompetent chief engineer. 250 to 50 kilowatt experience, wants opportunity to work and progress with growing organization. Age 30. Box 472D, BROADCASTING.

...vailable immediately, experienced first class engineer, married, car. Desire permanent location. Prefer southern or western part of country. Will consider others. Box 474D, BROADCASTING.

...hief engineer, 25 years experience thru 10 kw. AM and FM. Design, construction, transmitters, studios, remotes, recording. Presently with northern network affiliate, prefer south. Minimum $100 week. Box 477D, BROADCASTING.

...ngineer, experienced, some announcing ability. Needs job. Box 480D, BROADCASTING.

...ngineer, 1 year experience transmitter, control, remotes. Would like opportunity with progressive station. Box 481D, BROADCASTING.

...hief engineer, 20 years experience, first class license, 43 years of age. AM and FM construction experience. Would like connection with company with TV plans in the future. Knows the problems of commercial broadcast. Box 483D, BROADCASTING.

...ngineer, first class license, 3 months experience. Married, have car. Box 493D, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 1st phone. No broadcast experience. Over 2 years training (including television broadcast station equipment) at two of New York's topnotch schools. Prefer northeast U. S. Box 511D, BROADCASTING.

Combination engineer-announcer, 1st class phone, single, 2 years college, some experience. Will travel. Desire permanent position. Box 512D, BROADCASTING.

Engineer, 1st phone, 2 years experience, all phases AM and FM station operation and maintenance. Single, car. Box 513D, BROADCASTING.

Young man, married, settled and dependable. Desires permanent position as engineer in AM, FM or TV station. Experienced AM. Radio telephone 1st class, available immediately. Box 525D, BROADCASTING.

Aptitude, first class license, over four years experience transmitter, control, recording, remotes. Single, 25, without car, permanent north or southeast. Apt. 4, 214 Seymour St., Syracuse 4, N. Y.

Engineer with first phone license desires position with radio sation. Inexperienced. Will do announcing. Consider any location. Write Arnold Kirschbaum, Cairo, Nebr.

Engineer, eight months experience with remotes, recording, console and transmitter. Single, 22. Consider all jobs anywhere. Bill Massey, 300 Dinkins St., Canton, Miss.

Engineer, first phone man desires combination job. Age 22, married, veteran. Ambitious and steady. William E. Smith, 2720 Howard St., Omaha, Nebr. Phone AT. 7033.

Production-Programming, others

Program director, experienced. Now employed desires same job elsewhere. All letters answered. Box 293D, BROADCASTING.

Wanted, job for one program director and one announcer. Both employed. Box 294D, BROADCASTING.

Young woman desires job as women's program director in New England. Qualified to produce women's participation and department store shows. Seven years broadcasting experience. Qualified for TV. Wellesley graduate. Box 345D, BROADCASTING.

Want an accurate, conscientious, fast copywriter? College graduate, young lady experienced in handling accounts and traffic. Box 388D, BROADCASTING.

Public relations, publicity or promotion job wanted by capable man. 26. Best references. College. Will travel New automobile. No financial obligations. Consider anything in west. Box 473D, BROADCASTING.

Experienced commercial and script writer. Resume and samples upon request. Box 493D, BROADCASTING.

Looking for a man with thorough radio background desiring to affiliate with new, small market station and do qualified job as program director? Write Box 494D, BROADCASTING.

Program director with 5000 watt basic net station in eastern metropolitan area desires change. Three years as program director, seven years announcing experience. Married. A reasonable offer will be accepted. Box 504D, BROADCASTING.

For Sale

Stations

Successful 250 watt network station small north midwestern town. Net earnings in excess of $20,000 per year. No competition. Completely equipped. Assets in excess of $70,000. Price $110,000. Box 247D, BROADCASTING.

250 watt, single station market, 10,000. Mid-Atlantic state. Independent, profitable, two years on the air. $35,000. cash. No broker. Box 399D, BROADCASTING.

Equipment, etc.

Two 150 foot lengths ±1-5027/8 inch, 72-ohm transmission line, 150 feet ±83 parkway cable, 2,000 feet ±17 telephone twin line. WAJR, Morgantown, West. Va.

For Sale (Cont'd)

1 Andrew type 50 tuning unit, complete for 1000 watts or less. Includes all meters, static drain choke: A.C. outlet and heater plus Andrew type 803 3-wire lighting choke mounted in same cabinet. Original cost $590. Used 1 year, prime condition. Will be sold to highest bidder. KAGH, Pasadena, Calif.

Equipment, RCA 96-AX limiting amplifier $185, Presto 87-A recording amplifier with speaker $135, Collins 12Z 50 ohm remote amplifier $190, all perfect, interested sell or trade for distortion analyzer, WBBQ, Augusta, Ga.

One kilowatt RCA FM transmitter used eleven months, excellent condition. One Hewlett-Packard 335-B freq. and mod. monitor. Radio Station WCFL, Chicago, Ill.

Here's real FM bargain; one 3 kw GE FM transmitter type BT-3-B complete with frequency and modulation monitor; one two bay GE FM circular antenna type BY-2-B; 400 feet 1 5/8" Seal-O-Flange transmission line, dry air compressor. $2500 as is, FOB, Station WDOS-FM, Oneonta, New York. If purchased before December 31, 1949.

Field intensity meter. RCA type 301-B with power unit type 93-A. Covers AM-FM-TV 18-125 mc. Brand new. Original cost $1550.00. Yours for $600 or best cash or trade offer. WEAW, Evanston, Ill.

170 ft. Wincharger tower, standing, complete with base insulator, anchors, guys, lights. Christmas special $900.00. WHSC, Hartsville, S. C.

New, at a bargain, all welded triangular uniform cross-section, guyed type towers with insulators and lighting equipment. Will deliver and erect. Three 175 ft., four 200 ft., five 225 ft., three 275 ft., five 300 ft., four 350 ft., three 375 ft., four 395 ft. Phone, wire or write Consolidated Tower & Construction Co., Inc., Petersburg, Va.

For sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

Due to the liquidation of a broadcasting station we are offering at a sacrifice price 179 foot self supporting tower, Blaw-Knox complete with A-2 light kit all wires enclosed in rigid conduit for quick sale $2500.00 Also 250 watt transmitter and console with various transmitter equipment for quick sale $5000.00. Agents representing the sellers, J. J. Phillips & Son, General Radio Contractors, 124 E. LaChappelle St., San Antonio 4, Texas. Telephone Fannin 4616. These prices are at a tremendous sacrifice and can be bought on terms.

Wanted to Buy

Stations

Desire to purchase station in midwest or eastern market for cash. All information given held confidential. Box 425D, BROADCASTING.

Equipment, etc.

Wanted, Two new or used RCA turntables of 70 series with or without reproducers. Box 413D, BROADCASTING.

Wanted, used 250 w and 1 kw AM transmitters, monitors and speech equipment. State price, model and age. Box 414D, BROADCASTING.

Wanted—Brand new nine channel latest model Raytheon console. This equipment must be brand new. Submit lowest cash price. Box 428D, BROADCASTING.

Equipment wanted. RCA junior velocity microphones in any condition. Please state lowest rock bottom price. Box 523D, BROADCASTING.

Wanted—1 kw FM amplifier which can be used with Gates 250 watt transmitter or will consider 1 kw transmitter complete in good condition. Give complete details including price. WCNT, Centralia, Ill.

Wanted—All studio and transmitter equipment required for 250 w AM and 1 kw FM station. Rush all details and price. United Bcstg. Co., 301 E. Erie St., Chicago 11, Ill.

Wanted to Buy (Cont'd)

Wanted, low priced 250 watt used FM transmitter and needed installation equipment. WMAP, Monroe, N. C.

Miscellaneous

Copy problem? Let Jon Knight Associates, 505 Fifth Avenue, New York 17, write all your commercials. Low rates, experience, originality, speed.

Help Wanted

Announcers

Station near Pittsburgh, Pa., has opening for a "top" morning man. Will pay excellent salary to dependable announcer. Must have experience, charm, style and knowhow. Send photo, references and record. Box 479D, BROADCASTING.

Situations Wanted

Salesmen

AM-TV SALES EXECUTIVE

Seasoned salesman for an AM or TV station is looking for a challenging job for 1950.

Sound background in selling spot, network and TV for past ten years.

Constructive planner, knows his way around advertisers and agencies. Forty years young. Best references. Would like to talk to you if you are looking for an aggressive man with ideas. Box 521D, BROADCASTING.

School

Are you looking for WELL TRAINED MEN

to . . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.

These men are high grade . . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.

2533 N. Ashland Ave., Chicago 14, Ill.

Phone Lincoln 9-7200

For Sale

Equipment, etc.

Expansion program calls for immediate sale present Federal 3 kw FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 Mg, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

(Continued on page 82)

XUM

For Sale (Cont'd)

PATCH CORDS

8 foot rubber covered, two conductor, tinsel with Western Electric Type 241A plug at *each end*. Price $4.30 each.

Western Electric 241A plugs. Price $2.00 each.

Western Electric 217D plugs with 600 ohm load. Price $2.65 each.

MASPETH TELEPHONE & RADIO CORPORATION
142 Ashland Place
Brooklyn 1, New York

Wanted to Buy

Equipment, etc.

Increasing power or changing equipment? Want any or all studio and transmitter equipment for 250 watt operation. Also tower 270-300 ft. Starting drilling operations in December deep OIL WELL TEST partnership major oil company. Have mineral royalty under well site, offset minerals, offset acreage and acreage in drilling block. Trade any part in proportional value your equipment. Trade requires immediate action but can wait until spring for delivery of equipment. Excellent geological info. and location in oil producing territory. Completely substantiated your satisfaction. Wire Box 524D, BROADCASTING.

Help Wanted

Announcers

Immediate opening for dependable announcer. Rush disc with sample of commercial and adlib announcing, photo and references. Car helpful. Program Director, KSCB, Liberal, Kansas.

On All Accounts

(Continued from page 18)

Portland Pete and the Kactus Theatre on KPIX (TV) San Francisco and *Portland Pete* on KFI-TV Los Angeles. During football season it sponsored spots preceding and following the home games of USC and UCLA on KECA-TV Hollywood; of Stanford on KGO-TV San Francisco; U. of California (Berkeley) on KPIX; Junior Rose Bowl Conference League, Los Angeles, on KLAC-TV that city, in addition to weekly spots on these stations.

Hi-Ten currently has radio spots or participations on ten Los Angeles stations and television spots and time signals on KECA-TV Hollywood.

Mr. and Mrs. Haims (she is the former Ruth Fiebach) make their home in North Hollywood. They have one son, Gerald, 13.

Golf and fishing, shared with his young son, take up part of Martin's leisure time. And when culture hits Los Angeles in the form of a visiting opera group, he is there at every operatic session—reminiscent of his Saturday afternoon loyalty to the Metropolitan Opera sessions, in New York, enjoyed from the balcony.

Clubwise, he is a member of the Hollywood and Los Angeles Advertising clubs.

U.S. AGENCIES

Reduction Plan Is Mulled

IMPORTANCE of reducing the number of independent agencies reporting directly to the President, proposed by the Hoover Commission, was underscored again last week at a two-day national reorganizational conference held in Washington.

Simultaneously, Frank Pace Jr., director of the Budget Bureau, revealed that President Truman will press for passage of legislation, covering a number of additional agencies and departments, in the next session of Congress. President Truman has been considering staff reports "covering virtually the entire range of the commission's report," he said. Whether they encompass such agencies as FCC and FTC is not known.

Mr. Pace addressed the conference, held Dec. 12-13 at the Shoreham Hotel by the Citizens Committee for the Hoover Report. He gave no details of the plans under consideration. Herbert Hoover spoke before the group Tuesday, and on an NBC hookup Monday evening.

The former Republican President, who has spearheaded a drive to save $2 billion annually in government expenditures, recommended reforms in eight "urgent" categories, placing reorganization of Civil Service at the top of the list. He urged decentralization of control of employes into the departments and agencies, to be accomplished under rules to be set up by Civil Service and enforced by it.

Mr. Hoover also noted that commission proposals would serve to cut by half the 65 different agencies now reporting to the President. Congress itself should serve as the board of directors in executive matters, Mr. Hoover felt, with agencies of inspection seeing to it that their decisions are enforced.

The State Dept., as coordinator of interdepartmental committees, has attempted to assure the fullest possible consultation among interested government agencies, enlisting the specialized skills and experience of their personnel.

Ernest A. Gross, deputy United States representative to UN and former Assistant Secretary of State for congressional relations, said the operational work load of the Secretary and Under Secretary has been substantially reduced since a Hoover Commission recommendation was effected by legislation. Commission had urged addition of two deputy under secretaries and adequate staff services. Institutional relationship between the State Dept. and Congress also has been developed with some success, he added.

Goodwill By Air

TWO communities have been linked by air—in spirit at least—largely through the efforts of its disc jockey, WERI Westerly, R. I., reports. Tony Allen and his *Club 1230* campaign to cement relations between Westerly and Long Island communities, resulted in wholesale festivities. Dec. 1 was designated as "Tony Allen-WERI Day" in Easthampton, L. I., and a contingent of WERI staff members was transported to the L. I. community by Veterans Airways and Westerly Flyers. They were met by delegations from the local chamber of commerce and Lions' Club who played hosts on visits to various points of interest, and at a cocktail party and gala dinner.

CANADA RATINGS

U. S. Programs Lead In Nov.

ONLY AMERICAN network programs are featured in the ten most popular evening programs in Canada for the November national ratings, released by Elliott-Haynes Ltd., Toronto, on Dec. 9. Most popular network shows were *Charlie McCarthy*, rating 28.8; *Amos 'n' Andy* 28.2, *Radio Theatre* 27.6, *Fibber McGee & Molly* 27, *Our Miss Brooks* 24.5, *Bob Hope* 23.2, *Mystery Theatre* 19.4, *Twenty Questions* 18.7, *Aldrich Family* 18.4, and *My Friend Irma* 18.3.

Five leading daytime programs also were of American origin for the first time in many years: *Big Sister* 14.9, *Ma Perkins* 14.5, *Pepper Young's Family* 14.3, *Road of Life* 14.2, and *Aunt Lucy* 13.9.

French-language evening programs showed little change for November, with leading five being *Un Homme et Son Peche* 35.2, *Radio Carabin* 34.6, *Metropole* 28.5, *Ralliement du Rire* 27.5, and *Ceux Qu'on Aime* 25.7. Daytime French-language programs were led by *Jeunesse Doree* 26.8, *Rue Principale* 25.7, *Les Joyeux Troubadours* 22.6, *Maman Jeanne* 22.3, and *Tante Lucie* 22.3.

STARS' COOK BOOK

Radio Spots to Aid D. A. V.

A SERIES of spot announcements by movie stars has been made by the Motion Picture Committee of the Disabled American Veterans' Service Foundation in its campaign to push sales of the cook book, *What Cooks in Hollywood*.

All profits from the sale of the book, which contains favorite recipes of 106 stars, go to the Disabled American Veterans. Compiled by Dorothy and Maxwell Hamilton, the latter chairman of the Motion Picture Committee and editor of *Motion Picture* magazine, the book is available only by mail for $1 sent to the D. A. V., Box 7170, Chicago 80, Ill. Spot announcements, however, also point out that orders may be sent to "the station to which you are listening." Campaign promotion is being handled by Jack Egan, 149 West 51st St., New York.

News

GLENN CONDON, formerly w KTUL as news editor KVOO production and programm and KOME and KAKC all Tulsa, Okla., joins KRMG 50 kw ABC outlet soon be on the air in Tulsa as news edit

ERIK PAIGE, play-by-play baseb announcer with WLOW Norfolk, Va named sports director, succeed MARK SCOTT, who is now associa with United Artists Television I

TOM DUGGAN, sportscaster at WM and WNBQ (TV) Chicago, signs year contract with NBC Chicago. has worked at stations since spring.

JOHN FACENDA, newscaster hea nightly on WIP Philadelphia, sta new series of programs on WCAU-T same city, entitled *People and Thin* seen twice-weekly and sponsored by Bonafide Construction Co.

JIM McMILLEN, news editor WWNF Fayetteville, N. C., resign that post. Mr. McMillen, who al taught international politics in sever North Carolina schools, will lea soon for an extended trip throug England, France, Spain and occupie Germany, to further study politica conditions there.

WILLIAM FINNEGAN, formerly wit CBS Hollywood mimeograph depar ment, promoted to editorial assista in network news bureau.

WOLF NAMED

Munitions Board Aid

SIDNEY K. WOLF of Federa Telephone & Radio Corp. has bee named fulltime consultant of th Munitions Board's ..onics com mittee, effective J , 1950, it wa learned last wee' ne official an nouncement is to oe made at th committee's meeting today (Mon day).

Mr. Wolf, who is manager o Federal's special projects division will supervise procurement of elec tronics equipment from manufac turers, who are working through Radio Mfrs. Assn. with the gov ernment group. Other duties in that phase of mobilization (th military) include standardizatio of equipment specifications; stock piling of strategic materials; and pinpointing areas in which short ages may develop [BROADCASTING Nov. 21].

Formerly associated with the U. S. Army Air Force and Wa Production Board, Mr. Wolf ha been with Federal, a branch of In ternational Telephone & Telegraph since shortly after the end of the war.

The Munitions Board group held its last meeting Dec. 5 at which time it continued its study of prob lems relating to military mobiliza tion. The committee is drafting a plan inviting comments from the RMA group, headed by Chairman Fred Lack, of Western Electric and set up on behalf of communica tions manufacturers to advise the board.

FCC Actions

(Continued from page 72)

Decisions Cont.:

Angeles, to 6-30-50; WTAR-TV Norfolk, to 6-27-50; KSLH St. Louis, to 3-50; WOSU-FM Columbus, Ohio, to 4-50; WRGK Brookfield, Ill., to 3-27-; WLOW-FM Norfolk, Va., to 6-28-50; KX-FM Hollywood, Calif., to 3-28-50; COD Richmond, Va., to 3-23-50; TSA-FM San Antonio, Tex., to 6-22-; KDTH-FM Dubuque, Ia., to 7-8-50; NAC-FM Boston, to 4-1-50; WJEF-M Grand Rapids, Mich., to 6-27-50; SLB-FM Oggensburg, N. Y., to 3-19-; WERC-FM Erie, Pa., to 4-2-50; MIN-FM St. Paul, Minn., to 3-31-50; GCH Greenwich, Conn., to 2-8-50.

KFXJ Western Slope Bcstg. Co., Grand Junction, Col.—Granted assignment of license from partnership consisted of two equal partners to corporation. Western Slope Bcstg. Co. Inc., outstanding capital stock of which will be owned 49.457% by each of assignor partners, and 1.086% will be owned by new stockholder (daughter of one of assignor partners).

Carthage Bcstg. Co., Carthage, Mo.—Granted CPs new remote pickups KA-5030 KA-865.

WDBJ-FM Roanoke, Va.—Granted license changes in existing FM station (Chan. 235, 94.9 mc, 41 kw, 1550 ft.)

WBYS-FM Canton, Illinois—Granted license new FM station Chan. 265 (100.9 mc, 650 w, 300 ft.

WJLK Asbury Park, N. J.—Granted to install alternate main trans.

WSM Inc., Franklin, Tenn.—Granted to make changes in ant. of KIB-277.

Camelia Bcstg. Co. Inc., Area of Lafayette, La.—Granted CP new remote pickup KA-5016.

Central States Bcstg. Co., Portable-Mobile, Area of Omaha, Neb.—Granted new remote pickup KA-5017.

ACTIONS ON MOTIONS

(By Commissioner Jones)

Tri-States Meredith Bcstg. Co., Des Moines, Iowa—Granted petition to change its name to Tri-States Television and Bcstg. Co.

WCLE Clearwater, Fla.—Granted petition requesting dismissal without prejudice of its application for consent to transfer of control.

WORM Easton, Md.—Granted petition requesting dismissal without prejudice of its application for extension of completion date.

WFNC Fayetteville, N. C.—Granted petition to remove from hearing docket application.

Boston Metropolitan Television Co., Boston—Granted petition requesting dismissal without prejudice of application for TV station.

New Rochelle Bcstg. Service Inc., New Rochelle, N. Y.—Granted petition leave to amend application to include photograph of site and statement concerning zoning regulations within mv/n contour.

KXLJ Helena, Mont.—Granted petition for indefinite continuance of hearing scheduled Dec. 13 at Helena, Mont. application for renewal of license.

WLEA Hornell, N. Y.—Granted motion to take depositions in support of application.

(By Examiner Elizabeth C. Smith)

FCC General Counsel—Granted petition for further extension of time to proposed findings of fact and conclusions of law in re Crescent Bay Bcstg. Co., Santa Monica, Calif., et al; time extended to Dec. 15.

(By Examiner Fanney N. Litvin)

Lakewood Bcstg. Co., Dallas, Tex.—Granted petition for indefinite continuance of consolidated hearing scheduled Dec. 12 in Washington, on Lakewood application and that of KVOL Lafayette, La. et al.

(By Examiner J. D. Cunningham)

Kokomo Pioneer Bcstrs., Kokomo, Ind.—Granted motion for leave to amend application with respect to (a) business interests of one of partners, (b) estimated cost of construction, (c) estimated operating costs and revenues, (d) proposed staffing, (e) program schedules, and (f) current financial data regarding partners.

KNEW Spokane, Wash.—Granted petition to amend directionalized pattern in application and to remove from hearing docket; dismissed petition insofar as it requests granting of application at this time.

WOR New York—Granted petition for extension of time to Feb. 13, 1950, to file proposed findings re its application.

WBAT Marion, Ind.—Granted motion for leave to amend application with respect to (a) estimated cost of installation, (b) financing proposal, (c) program statistics, and (d) staffing proposed station.

(By Examiner Jack P. Blume)

Radio St. Clair, Inc., Marine City, Mich.—Granted petition for continuance of hearing from Dec. 12 to Feb. 13, 1950, at Washington.

(By Examiner Elizabeth C. Smith)

KENO Nevada Bcstg. Co.—Granted petition to amend application to revise DA and cost of construction, and remove from hearing docket.

(By Examiner Hugh B. Hutchison)

Lamar County Bcstg. Co., Paris, Tex.—Granted petition insofar as it requests that application for new station be removed from hearing docket; dismissed petition insofar as it requests application be granted.

December 13 Applications . . .

ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by the following stations: KWFC Hot Springs, Ark.; KVRH Salida, Col.; WGAA Cedartown, Ga.; WSOY Decatur, Ill.; WCMI Ashland, Ky.; WKIC Hazard, Ky.; KGEZ Kalispell, Mont.; KELK Elko, Nev.; WIZE Springfield, Ohio; WRHI Rock Hill, S. C.; WGRY Greeneville, Tenn.; WTWN St. Johnsbury, Vt.; WFHR Wisconsin Rapids, Wis.

Modification of CP

Mod. CP new FM station for extension of completion date: WGST-FM Atlanta, Ga.; KWBW-FM Hutchinson, Kan.; KUGN-FM Eugene, Ore.; WAZL-FM Hazleton, Pa.

License for CP

WRFS-FM Alexander City, Ala.—License to cover CP new FM station.

Modification of CP

WFMB-TV Indianapolis, Ind.—Mod. CP new commercial TV station for extension of completion date.

License Renewal

WENR-TV Chicago, Ill.—Application for license renewal commercial TV station.

December 14 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WLOW Portsmouth, Va.—Designated for hearing application to change from 1410 kc 1 kw-D to 1400 kc 250 w unl., change trans. location and move main studio from Norfolk to Portsmouth; at Washington Feb. 16.

Farmington Bcstg. Co., Farmington, N. M.—Designated for hearing Feb. 24, 1950, in Washington, application for new station on 1240 kc 250 w unl. "to determine financial qualifications of applicant partnership and partners to construct and operate proposed station."

KFDX Wichita Falls, Tex.—Designated for hearing Feb. 24, 1950, in Washington, application to change daytime power of station KFDX from 5 kw to 10 kw DA, and install new trans.; and made KSTA Coleman, Tex. party to proceeding.

Coast Broadcasters Inc. Astoria, Ore. and Seaside Bcstg. Co. Seaside, Ore.—Designated for consolidated hearing at Washington Feb. 28, 1950, application of Coast Broadcasters Inc., for new station on 1230 kc 250 w unl. and Seaside requesting 1240 kc 250 w unl.

WLCS Baton Rouge, La. and KJAN Bcstg. Co., Baton Rouge, La.—Designated for hearing in consolidated proceeding in Washington March 1, 1950, application of WLCS to change facilities from 1400 kc 250 w unl. to 910 kc 1 kw unl. DA, and KJAN Bcstg. Co. for new station on 910 kc 1 kw D.

Owatonna Bcstg. Co., Owatonna, Minn. and WMIN St. Paul, Minn.—Designated for hearing in a consolidated proceeding to be held in Washington on March 1, 1950, application of Owatonna for new station on 1390 kc, 500 w unl. and WMIN to change facilities from 1400 kc, 250 w unl. to 1390 kc, 1 kw, D.

WALT Tampa, Fla.; WJBF Augusta, Ga. and WGST Atlanta, Ga.—Denied petition of WALT for reconsideration and grant without hearing of application; and designated for consolidated hearing with said application of WALT, to be held in Washington on March 6, 1950, application of WJBF to change facilities from 1230 kc 250 w unl. to 920 kc 1 kw unl. DA, and application of WGST to change facilities from 920 kc 1 kw-N 5 kw-LS, unl. to 920 kc 5 kw unl. DA-N.

Houston Bcstrs., Albany, Ga. and WFBC Greenville, S. C.—Designated for hearing in Washington on March 6, 1950, application of Houston Bcstrs. for a new station on 1330 kc 1 kw, unl., DA-N, and that of WFBC to change trans. location, install new trans. and DA and place FM ant. on one tower of station WFBC and made WJPS Evansville, Ind., party to proceeding.

WCAW Charleston, W. Va.; WMON Montgomery, W. Va., and WTAR WTAR Radio Corp., Norfolk, Va.—Designated for consolidated hearing in Washington on March 7, 1950, application of WCAW to change from 1400 kc 250 w unl. time, to 790 kc 1 kw unl. time DA, and application of WMON to change from 1340 kc, 250 w to 790 kc 500 w-N, 1 kw LS, unl., DA-N, and made WTAR Norfolk, and WHTN Huntington, W. Va., parties to proceeding.

KFSA Fort Smith, Ark.—Designated for hearing in Washington on Feb. 23, 1950, application to increase power of KFSA from 500 w-N 1 kw-D, to 1 kw-N 5 kw-D, and install DA for daytime use, and made following parties to proceeding: KWAT Watertown, S. D.; KSEL Lubbock, Tex., WWJ Detroit, and WSPA Spartanburg, S. C.

WSIV Pekin, Ill.—Denied petition WSIV for reconsideration and grant without hearing of application to change to 1150 kc with 500 w-N 1 kw-D DA, and ordered hearing scheduled for Feb. 10, 1950, in Washington, and made WJJD Chicago, party to proceeding.

Petition Dismissed

Arnold C. Werner, Anacortes, Wash.—Dismissed petition of Werner, to set aside Commission's action of Oct. 27, granting application of Cole Wylie, for new station at Sunnyside, Wash.

Request Granted

KSPA Santa Paula, Calif.—Granted request of transferors and transferees for authority to cease operation of KSPA for period of 60 days from Nov. 16, pending reorganization.

SSA Granted

KWBU Corpus Christi, Tex.—Granted extension of SSA for three months' period from Dec. 15, 1949, on 1030 kc 50 kw, using non-DA during hours from local sunrise at Boston to local sunset at Corpus Christi.

Request Granted

WGTM Wilson, N. C.—Granted extension of authority to operate with nondirectional ant. and reduced power, from Dec. 14 to March 1, 1950 (Comr. Coy for denial).

Request Denied

KITO San Bernardino, Calif.—Denied waiver of sec. 3.30(a) of rules to permit the identification of KITO as San Bernardino and Riverside, Calif.

KGFN Grass Valley, Calif.—Denied waiver of sec 3.30 (a) of rules to permit identification of KGFN Grass Valley and Nevada City, Calif.

Authority Granted

KMAC San Antonio, Tex.—Granted extension of authority for a period of 60 days from December 18, to operate with reduced power pending necessary repairs to voltage regulator.

Application Dismissed

KSMI Seminole, Okla.—Dismissed application for authority to move main studio from Seminole to near Wewoka, Okla., and change facilities of KSMI, as inconsistent with rules. (Comr. Jones participating.)

Hearing Designated

KTBB Tyler, Tex.—Designated for hearing in Washington, March 2, 1950, application to change power and hours of operation of KTBB from 500 w-D to 1 kw unl. time, install new trans., change trans. location and install DA for night use, made KTBC Austin, Tex. party to proceeding. (Comr. Jones participating.)

CP to Replace Expired CP

Following granted new CPs to replace expired construction permits, each to bear expiration date of six months from date of grant: WFPL(FM) Louisville, Ky.; WCOV-FM Montgomery, Ala.; KOPP-FM Ogden, Utah; WLET-FM Toccoa, Ga.

Request Denied

Denied request of Picture Waves Inc., WTVN (TV) Columbus, Ohio, for 60-day STA to operate trans. with maximum rated power (5 kw) for purpose of taking field intensity measurements, etc., in view of policy expressed in Commission's TV "freeze" order.

December 15 Applications . . .

ACCEPTED FOR FILING

AM-1400 kc

Eastern Indiana Radio Corp., Muncie, Ind.—1400 kc 250 w unlimited AMENDED to withdraw request for change in frequency and hours of operation.

(Continued on page 84)

November Box Score

STATUS of broadcast station authorizations and applications at FCC as of November 30 follows:

	AM	FM	TV
Total authorized	2,234	800	111
Total on the air	2,072	740	94
Licensed (All on air)	2,027	476	26
Construction permits	207	315	85
Conditional grants		9	
Total applications pending	1,031	180	399
Requests for new stations	320	46	354
Request to change existing facilities	287	35	13
Deletion of licensed stations in November	5	3	
Deletion of construction permits	2	12	1

FOR INCREASED SPOT BILLINGS contact JOSEPH HERSHEY McGILLVRA, INC. 485 Madison Avenue, New York Murray Hill 2-8755

Eastern Fulltime Exclusive Market

$60,000.00

Located in one of the most attractive single station markets in the east. City is over 20,000 with large retail trade area and high retail sales. This well established facility is operating quite profitably under absentee ownership. It offers a splendid opportunty for a capable owner-operator to considerably increase profits. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 83)

Applications Cont.:

AM—850 kc

WCAV Norfolk, Va.—CP to change from 860 kc 1 kw-D to 850 kc 1 kw unlimited DA-N AMENDED to request 850 kc 1 kw unlmited DA-DN.

Modification of CP

Modification CP new AM station for extension of completion date: KELL Waxahachie, Tex.; KTOE Mankato, Minn.

WKVM Arecibo, P. R.—Mod. CP new AM station to change frequency, increase power etc. for extension of completion date.

WIBC Indianapolis, Ind.—Same—to increase power etc.

KRGV Weslaco, Tex.—Same—to increase power etc.

WPAT Paterson, N. J.—Same—to increase power, change hours of operation.

License Renewal

Application for license renewal filed by following stations: WDSR Lake City, Fla.; WEVE Eveleth, Minn.; KPRK Livingston, Mont.; WLNH Laconia, N. H.; WMBO Auburn, N. Y.; WTSB Lumberton, N. C.; KRUL Corvallis, Ore.; KAND Corsicana, Tex.; KRBA Lufkin, Tex.; WHAP Hopewell, Va.

License for CP

License to cover CP new AM station: WNAT Natchez, Miss.; WRJW Picayune, Miss.; WHLL Wheeling, W. Va.

License to cover CP new FM station: KBTM-FM Jonesboro, Ark.; KIMV Hutchinson, Kan.; WMRI Marion, Ind.; WDHN New Brunswick, N. J.

License to cover CP new noncommercial educational station: WUOM Ann Arbor, Mich.; WUOA Tuscaloosa, Ala.

License to cover CP new commercial TV station: WNBK(TV) Cleveland; WJAR-TV Providence, R. I.; KBTV (TV) Dallas, Tex.

Application for license renewal filed by following commercial TV stations: WRGB(TV) Schenectady, N. Y.; KLEE-TV Houston, Tex.; WBEN-TV Buffalo; WCAU-TV Philadelphia.

Modification of CP

KMAR Bakersfield, Calif.—Mod. CP new FM station for extension of completion date.

WITJ Ithaca, N. Y.—Mod. CP new noncommercial educational FM station to change frequency to 91.7 mc.

Mod. CP new commercial TV station for extension of completion date: WOW-TV Omaha, Neb. to 8-1-50; WCBS-TV New York to 4-10-50.

TENDERED FOR FILING

AM—960 kc

WELS Kinston, N. C.—Mod. CP new AM station to change frequency 1010 kc to 960 kc.

APPLICATION RETURNED

AM—1570 kc

KJCK Junction City, Kan.—RETURNED Dec. 15 application to change from 1570 kc to 1420 kc.

Assignment of License

KCSU Provo, Utah—DISMISSED Dec. 15 application for assignment of license from Frank A. Van Wagenen and Harold E. Van Wagenen partnership d/b as Central Utah Broadcasting Co. to new corporation of same name.

Docket Actions . . .

INITIAL DECISIONS

Kansas City Bcstg. Co. Inc., Kansas City, Mo., and Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Initial decision by Hearing Examiner J. D. Bond to deny both applications seeking same facilities of 1380 kc, 5 kw daytime. Latter Day Saints application is denied without prejudice to right of applicant to petition Commission for reconsideration within 30 days after announcement. Decision Dec. 14.

New Bedford Bcstg. Co., New Bedford, Mass.—Initial decision by Hearing Examiner Hugh B. Hutchison to deny application for new station on 1270 kc, 500 w daytime. Application is in default for reason that applicant failed to appear in hearing or offer explanation therefor. Decision Dec. 12.

OPINIONS AND ORDERS

WWBZ Vineland, N. J.—Adopted order making final proposed decision granting application of Community Bcstg. Service Inc. to change WWBZ from 1360 kc, 1 kw daytime to 1360 kc, 1 kw unlimited, directional night, subject to engineering conditions. Decision Dec. 9.

Pioneer Bcsters. Inc., Pleasantville. N. J.—Adopted order making final proposed decision granting application for new station on 1400 kc, 250 w unlimited [BROADCASTING, Nov. 14]. Application of Seaside Bcstg. Co. for new station at Atlantic City, on same facilities was denied. Decision Dec. 9.

Vulcan Bcstg. Co., Birmingham, Ala.—Adopted order making final initial decision denying application for new station on 1490 kc, 250 w unlimited. Decision Dec. 9.

KOB Albuquerque, N. M.—Adopted memorandum and order granting in part application of Albuquerque Bcstg. Co. for extension of SSA to operate on 770 kc, 50 kw-LS, 25 kw-N and extended same to March 1, 1950, and denied application of American Bcstg. Co. Inc. for denial of extension of SSA and other relief. Decision Dec. 14.

WNEW New York—Adopted order closing record and granting application of Greater New York Bcstg. Corp. for CP to increase power from 10 kw unlimited, directional day and night, to 50 kw directional night, on 1130 kc. Subject to engineering conditions. Decision Dec. 14.

KWIK Burbank, Calif. — Adopted memorandum opinion and order denying petition for reconsideration and grant without hearing of application for assignment of license of Burbank Bcstrs. Inc. to Leslie S. Bowden as trustee. License revoked effective midnight Jan. 8, 1950. If written application is made before Jan. 3 for hearing, order will stand suspended until conclusion of hearing. Decision Dec. 15.

KBIG Des Moines, Iowa—Ordered that Commission's action of Oct. 27 be set aside, denying application for extension of completion date of construction for new station on 740 kc, 250 w unlimited. Hearing to be held in Washington Feb. 17, 1950. Decision Dec. 9.

Gates *has it*

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO DECEMBER

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,084	2,032	201		329	28
FM Stations	744	479	310	*8	49	3
TV Stations	97	29	82		353	18

* Five on the air.

WQXR New York—Adopted memoradum opinion and order denying petition of Interstate Bcstg. Co. Inc. to reconsider action of July 13 granting without hearing application of Wachusett Bcstg. Co., Fitchburg, Mass., for new station on 1580 kc, 1 kw daytime. Grant set aside and designated application for hearing and make WQXR party to proceeding. Decision Dec. 9.

Shelby Bcstg. Co., Center, Tex.—Order setting aside initial decision of Sept. 1 re application for new station. Record reopened and further hearing to be conducted at Center, Tex., Jan. 31, 1950, to obtain full information as to all contracts, agreements or understandings between O. L. Parker, A. C. Childs, Emmett Crawford and Allphin Hughes relating to sale, management and control of Shelby Bcstg. Co. Presiding officer to prepare initial decision on all issues. Decision Dec. 9.

Texas Star Bcstg. Co., San Antonio, Tex.—Adopted memorandum opinion and order denying petitions for rehearing and declaratory ruling on its application and that of KONO San Antonio. Decision Dec. 9.

WKYB Paducah, Ky.—Adopted memorandum opinion and order denying petition requesting that sunrise time of 7:15 a.m. given in table for Paducah for month of January be waived and petitioner be permitted to begin broadcasting at 7 a.m. during that month. Decision Dec. 14.

Non-Docket Actions . . .

AM GRANTS

Boonville, Ind.—Boonville Broadcasting Co. granted new AM outlet on 1540 kc, 250 w daytime, only. Estimated cost of construction $15,185. Henry C. Sanders, sole owner is president and 49% stockholder Projection Adv. Co., Owensboro. Granted Dec. 14.

Charlotte Amalie, Virgin Islands—John W. Boler granted new station on 1090 kc, 250 w unlimited. Estimated cost: $16,950. Mr. Boler is 54% owner of KSJB Jamestown, N. D., and minority stockholder in KIOA Des Moines and KYDS St. Paul. This is the third station granted for the Virgin Islands. Granted Dec. 14.

El Dorado, Ark.—Cotton Belt Broadcasting Co., granted new AM station on 1290 kc, 1 kw daytime. Owner is David M. Segal, owner of KTFS Texarkana, Tex. Estimated cost $8,750. Granted Dec. 9.

WLBJ Bowling Green, Ky.—Bowling Green Broadcasting Co., granted switch in facilities from 1340 kc, 250 w unlimited to 1410 kc, 1 kw unlimited, directional night. Subject to engineering conditions. Granted Dec. 9.

WVOT Wilson, N. C.—Wilson Radio Co. Inc. granted increase in hours of operation from 1 kw daytime to 1 kw-LS, 500 w-N on 1420 kc. Granted Dec. 14.

TRANSFER GRANTS

KEVT Kerrville, Tex.—Granted assignment of license from Walter T. McKay and Arthur Stehling d/b as Kerr County Bcstg. Co. to Kerrville Broadcasting Co. Consideration is $71,000. Kerrville is equally owned by Hal Peterson, owner of San Antonio photo studios and supply firms, president; C. V. Peterson, associated with Hal Peterson in ownership of inter-city bus line; W. C. Fawcett, in furniture, wool and mohair businesses, secretary-treasurer; and W. Scott Schreiner, hotel and lumber interests, vice president. **KEVT** is assigned 250 w on 12[illegible] kc. Granted Dec. 14.

WRHI-AM-FM Rock Hill, S. C.—Granted assignment of license to Yo[illegible] County Broadcasting Co., new partnership of same name and composed of two of four original partners and a newcomer. Ernest H. and Virginia Carroll sell their 50% interest for consideration of $32,500 to James [illegible] Beaty Jr. and William C. Beaty two original partners and Harper S. Gaul advertising director of Rock Hill Evening Herald. New partners all w[illegible] hold ½ interest. WRHI is assigned 1340 kc, 250 w unlimited. Granted Dec. 14.

KMLB and KMFM(FM) Monroe, La.—Granted relinquishment of 25% interest by J. D. Liner Jr. in Liner's Broadcasting Station Inc., licensee through sale to licensee of 250 sh for $10,[illegible] KMLB is assigned 1440 kc, 5 kw da[illegible] Granted Dec. 14.

KVSM San Mateo, Calif.—Grant[illegible] assignment of license from San Mateo County Broadcasters, partnership composed of Edmund Scott (26%), Gordo[illegible] D. France (24%), Hugh H. Sm[illegible] (26%) and Merwyn F. Planting (2[illegible]% to Hugh H. Smith individually for co[illegible] sideration of $17,000. KVSM assigned 1050 kc, 250 w daytime. Grante[illegible] Dec. 14.

WIRA Fort Pierce, Fla.—Grante[illegible] transfer of control of Indian Riv[illegible] Broadcasting from E. O. Denison et a[illegible] to Douglas Silver and O. L. Peacock and 16 preferred stockholders. M[illegible] Silver, president, already owns 25% o[illegible] voting stock, and Mr. Peacock is e[illegible] gaged in farming and citrus business. H. L. Baukhage, Washington commentator, owns 10% preferred stock. Co[illegible] sideration $45,000. WIRA is assigned 1450 kc 250 w unlimited. Granted Dec. 14.

Deletions . . .

Two AM and three FM authorizations deleted by FCC. AM deletions since first of year total 62 AM, 209 FM and 13 TV. Deletions, effective dates and reasons follow:

KWRZ, Flagstaff, Ariz.—Grand Canyon Bcstg. Co. License cancelled Dec. 9. According to FCC KWRZ went on the air on or about Oct. 1949 for reasons unknown. Oct. 18 Commission received information that James L. Singleton, 65% owner, had filed petition in bankruptcy and presumably this was contributing factor. Station had previously been directed to cease operations Sept. 15 for alleged illegal transfer of control [BROADCASTING, Aug. 22].

KSOL Yuma, Ariz.—Gene Burbrophy, CP Dec. 8. Unable to obtain site.

WIML(FM) New York—Seymour Siegel, CG Dec. 5. Was granted on condition Mr. Siegel disassociate from WNYC-FM New York, which he now does not wish to do.

WBLK-FM Clarksburg, W. Va.—New Pub. Co., CP Dec. 5. After careful study applicant feels it economically unsound to proceed with FM.

WGTM-FM Wilson, N. C.—Pro[illegible] Thomas Watson, CP Dec. 5. After careful anaylsis of cost and operation of FM, applicant deems it advisable to abandon plans for FM.

New Applications . . .

AM APPLICATIONS

Richlands, Va.—Clinch Valley Bcstg. Co., 1050 kc, 1 kw daytime; estimated

$31,775. Co-partnership: J. P. ...rse, coal business; John C. Gillespie, ...ner; Jesse F. White, merchant; J. ...rell Royall Jr., grocer. Filed Dec.

Savannah, Ga. — Eurith Dickinson ...vers Jr., 900 kc, 1 kw daytime; esti...ted cost $26,140. Mr. Rivers is oper...r WEAS Decatur, Ga. Filed Dec. 9.

TRANSFER REQUESTS

WNEW New York—Assignment of li...se from Greater New York Bcstg. ...p. to WNEW Inc. for about $2,000,... [BROADCASTING, Nov. 21]. Sale ...consummation of intention of Arde ...lova in 1944 to divest himself of all ...dio interests, application said. Great... New York Bcstg. ownership: Mr. ...lova individually, 6,100 of total ...00 sh common; Mr. Bulova as vot... trustee for Milton Blow, 2,900 sh; ...cent Dailey, 1,000 sh. WNEW Inc. ...nership: William S. Cherry Jr., chief ...er WPRO-AM-FM Providence, R.I., ...sident 49.2%; Charles W. Knowles, ...asurer and minority stockholder ...PRO, treasurer 5%; Harold Tanner, ...rney, secretary 3.5%; Bernice Judis, ...NEW manager, executive vice presi...t; Ira M. Herbert, WNEW sales ...nager, vice president; Ted Cott, ...NEW program director, vice presi...t; Harry Playford, banker, 19.2%; ...ert H. Baer, certified public ac...ntant, 3.3%; Clem J. Randau, presi...t KFBI Wichita, Kan., and co...blisher New Milford, Conn., Times, ...%; Alfred Buckley, owner Buckley ...Scott Inc., Providence fuel distrib...r, 2.5%; Russel C. Smith, vice presi...t Cranston Print Works, Cranston, ...I., 1.7%; Godfrey B. Simonds, Provi...ce investment banker, 2.5%; George ...Meeham, chief owner, Mills Inc., ...ovidence textile firm, 8.3%. Price is ...0 per share plus net quick assets ...t to exceed $500,000. WNEW assigned ...kw on 1130 kc. Filed Dec. 12.

WILE Cambridge, Ohio—Acquisition ...control of Land O'Lakes Bcstg. ...p., licensee, by H. D. McClelland, ...r. owner, through purchase of 51 ...ares (11%) at $125 each from Howard ...Donahoe. WILE assigned 1 kw day ...1270 kc. Filed Dec. 15.

KSFE Needles, Calif.—Assignment of ...ense from Oscar Dale Shelly for ...,000 to Floyd Kenyon Reed, former ...eatre owner Shinglehouse, Pa., and ...-manager of station. KSFE assigned ...w on 1340 kc. Filed Dec. 13.

FM Hours

(Continued from page 48)

"a four-fold boon"—

1. To the public, through greater ...ogram variety with less interference.
2. To the radio manufacturing in...stry, through greater public re...ense to FM;
3. To FM-only stations which have ...ed commercial starvation because ...rt periods of transmission limited ...dience acceptance of FM, and
4. To FM-AM stations which will find ...M interference, static and directional ...oblems overcome to a great degree ...FM grows.

Louis Schweitzer of the manufac...ring firm of Peter J. Schweitzer ...c., New York, also went on rec... in support of the plan. He ...ote:

. . . There is no question that the ...perior quality of reception of FM ...ds considerably to the enjoyment of ...dio programs. I have been often ...appointed at the fact that some of ...e programs being broadcast on AM ...e not simultaneously broadcast on FM . . . As long as there is a medium such ...broadcasting, it seems to me that ...e public is entitled to get the best ...ception possible.

The FM Broadcasters of Chicago ...so have given support to the pro...al. "We feel such a ruling will ...in the best interests of FM as ...ell as of the entire industry," said ...esident Ralph Wood [BROADCAST..., Nov. 28].

FCC's proposal was based on a ...tition of the FM Assn., which ...gued that the present minimum ...quirements were fixed when there ...ere about 50 stations on the air ...compared to 740 in operation to...y, and that it was recognized in ...e beginning that an increase ulti...ately would be required.

WWDC SALE

People's Bcstg. Corp. Purchases

NEGOTIATIONS for purchase of WWDC-AM-FM Washington by Peoples Broadcasting Corp. of Columbus, Ohio, were completed Wednesday [BROADCASTING, Dec. 12]. Present owner of WWDC, Capital Broadcasting Co., last August purchased facilities of WOL-AM-FM Washington from the Cowles interests. This transaction has been approved by the FCC subject to disposal of WWDC.

Peoples is a wholly-owned subsidiary of Farm Bureau Mutual Automobile Insurance Co., of which Murray Lincoln is president, and operates WRFD Worthington, Ohio, Columbus suburb. Farm Bureau also has life and fire insurance companies.

Mr. Lincoln is active in Ohio farm and labor affairs and was instrumental in forming Farm Bureau Federation of Ohio to market farm products in the last depression. He is president of the worldwide CARE organization and president of the National Council of Cooperatives, as well as being active in All-America Defense Assn., a group advocating fortification of Alaska.

Frequently Mr. Lincoln has been mentioned as a possible Democratic candidate to run against Sen. Robert A. Taft (R-Ohio), despite the fact that he is a registered Republican. AFL and CIO groups have endorsed such a candidacy but Mr. Lincoln has not committed himself on the subject.

The new owner is expeced to use a "homey" type of programming upon formal assumption of the WWDC facilities. The insurance company said the purchase was strictly an investment, with absolutely no political significance.

Sale price of WWDC is understood to have been around $125,000. Capital Broadcasting Co. is owned chiefly by Joseph Katz, Baltimore agency executive. The WOL purchase was a $300,000 transaction.

At present WWDC operates fulltime on 1450 kc with 250 w power and is an independent. It plans to retain its WWDC call leters upon moving to WOL's present 1260 kc, 5 kw, fulltime facility. Peoples plans to use the WOL call letters, if FCC approves. It is understood the FM stations would hold their current dial positions. Capital plans to move from 1000 Connecticut Ave. NW to the present WOL offices at 1627 K St. NW, with Peoples moving into the Connecticut Ave. offices. Peoples would acquire the present WWDC downtown transmitter and the Silver Spring FM and AM-booster site. WOL's transmitter is in Silver Spring.

Ben Strouse, WWDC general manager, and Thomas Dowd, of Pierson & Ball, conducted negotiations for WWDC. James R. Moore, general manager of WRFD, negotiated for Peoples. Howard E. Stark, radio director of Smith Davis Corp., was broker.

770 KC

WJZ-ABC Petition Denied

FCC DENIED last week, for the third time, ABC-WJZ New York's efforts to upset KOB Albuquerque's eight-year special service authorization for use of WJZ's 1-A 770 kc pending a decision in the clear-channel case [BROADCASTING, March 28, May 30].

KOB is assigned 1030 kc with 10kw, but because of interference to WBZ Boston it has been allowed to use 770 kc with 50 kw day and 25 kw night under a series of SSA's since 1941. In denying ABC-WJZ's latest petition for denial of extension of the SSA, the Commission said:

Since the question of KOB's permanent assignment involves the classification of two important clear channels, 770 kc and 1030 kc, it cannot be determined until after a decision in the clear-channel hearing. The latter proceeding contemplates a possible reclassification of all of the clear channels and cannot be decided piecemeal. . . .

Upon consideration of all of the facts we are of the opinion that the status quo should be maintained. A change in the KOB frequency, which could only be another temporary expedient, should not be undertaken in the absence of a compelling reason, and we find no such reason here.

WJZ has suggested that KOB should return to the facilities specified in its license, 1030 kc with power of 10 kw. There is no question but that this would result in severe interference to WBZ and at least some loss of service to KOB.

The Commission recognized in 1941 that KOB's assignment on 1030 kc was unsatisfactory and determined that it should be placed on 770 kc until a final solution of the problem was found. WJZ has advanced no satisfactory reason why this determination should be disturbed at this time. Moreover, maintenance of the status quo would be in accord with the agreement freely entered into by WJZ in 1944.

KOB's current SSA for 770 kc extends to March 1, 1950.

Aid Luncheon

ROUND-TRIP tickets to Bermuda, a television set and many radios will be among the gift drawings at the Christmas luncheon Thursday Dec. 22, of the Radio Executives Club of New York at the Hotel Roosevelt. Proceeds of the luncheon are to go to *New York Times* neediest cases, *Herald Tribune* Fresh Air Fund and WOR New York Christmas fund for kiddies in metropolitan hospitals.

SEN. JOHNSON

Leaves for Canal Zone Tour

IN A move shrouded with secrecy, Sen. Ed. C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, left Wednesday on a projected year-end visit to the Panama Canal Zone.

While both the committee and Sen. Johnson's aides remained generally mum on the nature of the trip, it was learned from authorities that Sen. Johnson and unnamed associates would review overall problems relating to communications, airways and transportation in Panama.

The trip reportedly is in connection with S Res 50, introduced last February, which authorizes study of problems relating to American common carriers operating in the international (and domestic) fields, and those occasioned by requirements of international treaties. Spokesmen said communications would be explored but they declined specific comment.

It also was learned that Senators Charles Tobey (R-N. H.) and Ernest McFarland (D-Ariz.) had been invited to make the trip. Sen. McFarland remained behind, but aides hinted he may join the group later. Sen. Tobey refused, however, it was learned. Edward Cooper, professional staff assistant to the Senate Interstate Commerce Committee, is a member of the entourage. Identity of other touring committee members, if any, could not be learned.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Peer

I GOTTA HAVE MY BABY BACK

On Records: Floyd Tillman—Col. 20641; Jerry Wayne—Col. 38653; Jimmie Davis—Cap. 57-4025; Red Foley—Dec. 46201; Mills Bros. & Ella Fitzgerald—Dec. 24813; Dave Denny—Vic. 21-0147; Joe Culpepper—Voc. 55075; Dub Williams—Cormac 1071.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

At Deadline...

FCC DEFERS HEARING PENDING NARBA PACT

TO HOLD itself clear for forthcoming U. S.-Cuba channel negotiations and resumption of NARBA conference [BROADCASTING, Dec. 12], FCC Friday ordered indefinite postponement of oral argument on proposed grant to Brennan Broadcasting Co. for new 25 kw station on 690 kc at Jacksonville, Fla. [BROADCASTING, July 18].

Under Cuban proposals for new NARBA, Cuba would use 690 kc at Havana with 50 kw as 1-A or 1-B station, and had included this channel among those on which she wants U. S. to make no further grants in Florida and southern Georgia, Alabama, Mississippi, and Louisiana [BROADCASTING, Dec. 5]. U. S. and Cuba delegations confer in Havana starting Feb. 1 in effort to reach agreement on Cuban assignments, with full NARBA conference resuming in U. S. about April 1.

FCC held that "under these circumstances, it would be to the best interests of the U. S. to withhold action" on 690 kc case. It involves rival applications of Brennan Broadcasting and of WTOC Savannah, whose bid for 10 kw on 690 kc (in lieu of present 5 kw on 1290) had been given recommended denial. Oral arugment had been set for Dec. 20.

NEW TARIFF SCHEDULES FILED BY WESTERN UNION

NEW TARIFF schedules, reorganizing interstate telegraph message rate structure so charges will be same between equidistant points, filed with FCC Friday by Western Union, effective Feb. 1. Based on current message volume, WU estimated revenue would be about 2½% higher, but emphasized this is "safety margin" and that changes were designed primarily to eliminate "geographical inequalities" rather than produce "any material change" in revenues.

Revisions involve all classes of interstate message telegraph service, including press. Lowest rate for any non-deferred message will be 35¢, compared to 36¢ now. This includes press messages, whose lowest rate now is 12¢ (day). Otherwise, authorities said, day press rates will continue to be one-third of full rates and night press one-sixth.

New schedules, worked out at FCC request, will go into effect Feb. 1 unless suspended by FCC either on its own motion or on complaint. FCC announcement called it "a major step toward rationalization of the domestic telegraph rate structure."

CHICAGO FM SERVICE

FM PROGRAMMING without commercials piped to 100 Chicago hotels, restaurants and shops by WFMF, Field Enterprises station, through new Field subsidiary, Functional Music Inc. Firm, which manufactures receivers and speakers and is issuing franchises in all major markets, is headed by Howard Lane, Field Enterprises radio director who is new president. R. E. Lindgren is vice president in charge of local sales and Nat Feiner is vice president in charge of franchises.

WTTV JOINS ABC-TV

ABC-TV announced Friday affiliation signing of WTTV (TV) Bloomington, Ind., owned by Sarkes and Mary Tarzian. Station, also affiliated with CBS-TV and DuMont, is managed by Glen Van Horn.

NEW WAGE-HOUR RULES BRING SAVINGS, NAB SAYS

INDIVIDUAL stations and networks should save thousands of dollars annually under new Wage-Hour (overtime) regulations, Richard P. Doherty, director, NAB Employer-Employe Relations Dept., stated Friday. New Fair Labor Standards Act excludes wide range of talent fees from overtime calculations and permits child labor in radio-TV.

Final definitions of terms "talent fees" and "performers" expected this week. Law becomes effective Jan. 25, 1950. "If this objective is accomplished, it will be the first time since 1938 that broadcasters will have had a realistic application of Wage-Hour regulations to these overtime problems," Mr. Doherty stated. Wage-Hour administrator recently issued tentative regulations affording "substantially broader exemption coverage for broadcast personnel," he added. New NAB guide manual covering W-H provisions and adminstrator's professional regulations to be made available to members in January.

BERLE LEADS NEW YORK, PHILADELPHIA TV RATINGS

TEN TV programs most popular with Philadelphia and New York viewers during Dec. 1-8 released late Friday by American Research Bureau, radio-TV audience measurement firm, Washington. ARB uses "viewer diaries" method cross-sectioning 500 homes in each city. Family logs record of viewing in week, noting number persons. Reports tabulate percentages of family viewers. Results were:

Philadelphia: *Milton Berle*, 73.5; *Toast of the Town*, 63.6; *Stop the Music*, 60.9; *Godfrey's Talent Scouts*, 58.7; *Godfrey and His Friends*, 52.5; *Cavalcade of Stars*, 52.1; *TV Teen Club*, 50.6; *Frontier Playhouse*, 49.7; *Children's Hour*, 48.1; *Suspense* and *Kay Kyser*, both 46.5.

New York: *Milton Berle*, 63.4; *Toast of the Town*, 49.8; *Godfrey's Scouts*, 47.0; *Godfrey's Friends*, 39.5; *Goldbergs*, 37.3; *Stop the Music*, 30.2; *Children's Hour* and *Suspense*, both 29.5; *Fireside Theatre*, 28.3; *Philco Theatre*, 28.2.

BALTIMORE TOPS TV LIST

TELEVISION captured 36.1% of total Baltimore broadcast audience for 6-10:30 p.m. period—highest score of 37 cities listed—according to C. E. Hooper Inc. Television Station Audience Index for September-October. Score represents increase of 2.7% in TV share of total audience within one month. Total Baltimore audience surpassed by 12.81% national average of 23.19% for all cities. Report based on 7,273 calls in city.

SHOWERMAN'S STATUS

NBC Friday clarified status of Central Division Vice President I. E. Showerman by giving him titles as general manager of two M & O stations, WMAQ (AM) and WNBQ (TV). Stations previously were only ones in network's M & O chain to have no official manager.

WILLARD RECUPERATING

A. D. (Jess) WILLARD Jr., president and general manager of WGAC Augusta, Ga., and former NAB executive vice president, is recuperating at Alexandria (Va.) Hospital from an appendectomy performed Friday morning. Mr. Willard had been critically ill in the autumn when his appendix ruptured. He is expected to return to his home late this week.

Closed Circuit

(Continued from page 4)

markets for proposed campaign to introduce new Willys-Overland models. Firm has made no final decision.

SOME TV network advertisers have resorted to practice of lopping off markets which do not yield desired return in product sales.

THERE'S optimism around MBS these days with indications that "something big" will break shortly on alignment of bundle of new business, which could run several millions.

GROVE LABS. (Antamine cold tablets) through its agency, Sullivan, Stauffer, Colwell & Bayles, planning spot campaign using chain breaks in 40 to 50 markets. Starting date not yet definite.

ALTHOUGH NBC making no official comment on subject, 15 stations reported to have signed or agreed to sign network's new television affiliation contract [BROADCASTING, Dec. 12].

TEMPORARY confusion over who's to direct FM activity at NAB when FM Assn. merges will be dispelled soon with announcement Ed Sellers, FMA executive director, will take over functions.

THIS NAB-FMA merger Jan. 1 may bring move to discontinue NAB's costly double services to joint AM-FM stations. Single mailings adequate in most cases, NAB headquarters feels, since joint operations have same offices and often same personnel.

WALTER LURIE, formerly director of new program development with Mutual, expected to join Calkins & Holden, New York, after Jan. 1.

MUNTZ TV, Los Angeles, through its agency Michael Stone, same city, will sponsor radio program, *Rebuttal*, package owned by Masterson, Reddy & Nelson, on MBS starting after first of year.

RAYVE MOVES TO JWT

LEVER BROS. Rayve Creme Shampoo, formerly handled by Needham, Louis & Brorby, Chicago, moves to J. Walter Thompson Co., New York. NL&B resigned account because it lacks New York office, now necessity with move of national headquarters of Lever Bros. to New York.

BMI PLANS CONFERENCE

BROADCAST MUSIC Inc. will hold its first program directors and librarians clinic of 1950 in New York Jan 23 and 24. Program is being arranged by Chairman James L. Cox of BMI field staff. Emphasis will be on science of musical programming, general production.

AT&T ELECTS COWAN

FRANK A. COWAN, expert in coaxial cable and radio relay systems, named head of engineering for long lines department of AT&T, succeeding Horace H. Nance, who is retiring Dec. 31.

JOINS WEISS & GELLER

ERNIE BYFIELD Jr., formerly assistant director and director of sustaining shows at NBC-TV, has joined Weiss & Geller, New York, as director of television.

BIDWELL APPOINTED

M. OAKLEY BIDWELL, who joined Benton & Bowles in 1945 as account executive, elected vice president and named an account supervisor on General Foods.

Teamed for SERVICE

PHIL EVANS

KEN PARSONS

BOB RILEY

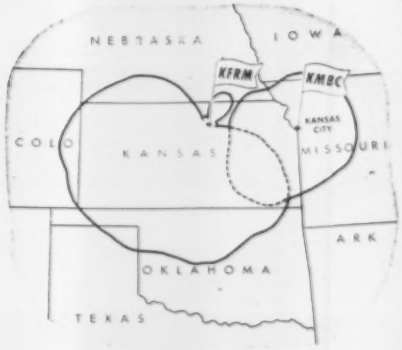
The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm andience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.



The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higsby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup... just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.

The KMBC-KFRM Team Serves 3,659,828 People*

* 1940 Census

7th Oldest CBS Affiliate

KMBC

OF KANSAS CITY

5000 on 980

Represented Nationally by
FREE & PETERS, INC.

Programmed from Kansas City

KFRM

For Kansas Farm Coverage

5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY